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## **OpenTable Mobile Apps Drive a Quarter Billion Dollars in Revenue for Restaurant Partners**

### ***5 Million Diners Seated Via Reservations Booked on its Mobile Applications***

SAN FRANCISCO, Nov 02, 2010 (BUSINESS WIRE) -- OpenTable, Inc. (NASDAQ: OPEN) ([www.opentable.com](http://www.opentable.com)), a leading provider of free online reservations for diners and guest management systems for restaurants, announced that as of September 30, more than 5 million diners have been seated via reservations booked on its mobile applications. OpenTable estimates that diners using its mobile applications have generated more than \$250 million in revenue for its restaurant partners. Since the company introduced its first app in May 2008, mobile has grown to account for 10 percent of all diners seated via OpenTable.

"OpenTable diners are increasingly counting on their mobile phones to find and book dining reservations when on the go," said Jeff Jordan, CEO of OpenTable. "Whether they're traveling, coming out of a meeting or a movie theater, or just looking for a new dining spot while out on the town, diners can use our mobile apps to find and book available tables at nearby restaurants."

OpenTable allows diners to find and book reservations at more than 15,000 different restaurants in multiple countries from the Web or a smartphone. By using any of the company's mobile applications, diners can quickly and easily find available tables at nearby restaurants and make free reservations right from their phones. Diners can use the geo-location feature of their smartphone to identify restaurants near them that can accommodate their party, making it easier than ever for people who are away from their computers to enjoy the convenience of booking their restaurant reservations online.

OpenTable currently offers mobile applications for the iPhone, Palm, Blackberry, Android, iPad, Nokia and Windows operating systems. Other smartphone users can book reservations through OpenTable by pointing their browsers to its mobile-optimized Web site at <http://mobile.opentable.com>. For more information about the mobile suite of applications from OpenTable, please visit [www.opentable.com/mobile](http://www.opentable.com/mobile).

#### **About OpenTable, Inc.**

OpenTable is a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants. The OpenTable network delivers the convenience of online restaurant reservations to diners and the operational benefits of a computerized reservation book to restaurants. OpenTable has more than 15,000 restaurant customers, and, since its inception in 1998, has seated more than 175 million diners around the world. The Company is headquartered in San Francisco, California, and the OpenTable service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the United Kingdom. OpenTable also owns and operates toptable.com, a leading restaurant reservation site in the United Kingdom.

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