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OpenTable Introduces Restaurant Industry Index

Quarterly Barometer of the Reservation-Taking Restaurant Industry Tracks the Year-Over-Year Growth of Guests Served

SAN FRANCISCO, May 16, 2012 /PRNewswire/ -- [OpenTable, Inc.](#) (NASDAQ: OPEN), a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants, today introduced the [OpenTable Restaurant Industry Index](#), a quarterly barometer that tracks the state of the reservation-taking restaurant industry. The Index shows year-over-year growth of guests served in reservation-taking restaurants in North America and five major metropolitan markets, including Chicago, Los Angeles, New York, San Francisco and Washington, D.C.

(Logo: <http://photos.prnewswire.com/prnh/20110606/MM07085LOGO>)

"We are launching the Index to serve as an industry benchmark for the restaurateur community and industry observers," said Matt Roberts, Chief Executive Officer of OpenTable. "We track the growth of the industry to obtain a macro-economic viewpoint based on the largest network of reservation-taking restaurants in North America. We've observed the impact on the industry during the turbulent economic environment of the financial crisis, and over the course of the last two years we've seen the industry experience a modest growth rate in the 2 to 3 percent range."

OpenTable Restaurant Industry Index

The [OpenTable Restaurant Industry Index](#) is based on data gathered from more than 8,500 reservation-taking restaurants* sampled from the OpenTable network in the U.S., Canada and Mexico. Each percentage indicates a year-over-year increase or decrease in the number of guests served in these reservation-taking restaurants, as recorded by the restaurants in their reservation books. Those guests include those who honored reservations made by phone or online as well as those who walked in without a reservation.

To view and download the Index data by quarter, visit <http://index.opentable.com>.

Geographic Region	2008	2009	2010	2011	1Q2011	1Q2012
North America	-6.9%	-6.6%	2.3%	2.8%	3.5%	2.4%
Chicago Metropolitan Area	-7.9%	-5.7%	1.4%	2.9%	3.4%	3.3%
Metropolitan Los Angeles	-9.2%	-9.7%	0.9%	2.9%	5.2%	0.0%
Metropolitan New York	-4.8%	-5.8%	4.3%	2.6%	1.9%	4.7%
San Francisco Bay Area	-6.0%	-8.6%	1.7%	5.2%	5.1%	3.2%
Washington D.C. Metropolitan Area	-3.9%	-2.8%	3.0%	1.3%	6.0%	-1.6%

*Restaurants in the Index may change over time.

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 25,000 restaurant customers, and, since its inception in 1998, has seated more than 325 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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