

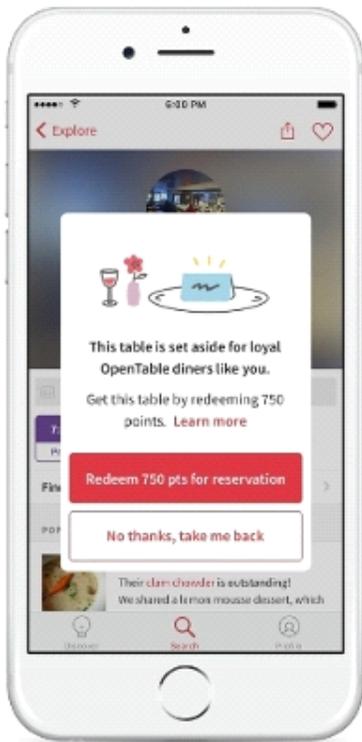


October 17, 2016

## OpenTable Pilot in Boston Rewards Frequent Diners with Special Access to Hard-to-Book Restaurants

### "Premium Access Reservations" Helps Restaurants Connect with and Delight High Frequency Diners

SAN FRANCISCO, Oct. 17, 2016 /PRNewswire/-- [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), today announced it is piloting a new Premium Access reservations feature, which rewards frequent OpenTable diners with special access to in-demand reservations set aside by participating restaurants especially for them. The new feature allows restaurants to fill seats with frequent, high-value diners, while giving loyal OpenTable users access to some of Boston's hottest tables using their OpenTable Dining Rewards Points.



"Frequent diners spend a lot of time and energy seeking out the hottest restaurants, and now we've given them a way to book with ease using their OpenTable points," said Scott Jampol, SVP of Marketing at OpenTable. "For restaurants, Premium Access reservations empower them to allocate coveted reservations, such as those on weekends and peak times, to valuable high-frequency diners."

To experience the new feature at participating restaurants, diners simply sign into their OpenTable account via their [mobile app](#), choose the Boston area, look for the "Premium Access" category on the home screen and select the restaurant where they would like to dine. If the restaurant's standard reservations are fully booked, diners with enough points will be able to view and book Premium Access reservations.

To learn more about Premium Access reservations and view the current list of participating Boston restaurants, go [here](#). Restaurants interested in learning more about the benefits of the new feature can visit The OpenTable Open for Business Blog [here](#).

#### About OpenTable:

[OpenTable](#), part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 20 million diners per month via online bookings across more than 38,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which

restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over one billion diners around the world. OpenTable is headquartered in San Francisco and available throughout the United States, as well as in Australia, Canada, Germany, Ireland, Japan, Mexico, and the UK.

OpenTable, [OpenTable.com](http://OpenTable.com), OpenTable logos, and other service names are the trademarks of OpenTable, Inc. and/or its affiliates



Photo - <http://photos.prnewswire.com/prnh/20161013/428652>

Logo - <http://photos.prnewswire.com/prnh/20150228/178602LOGO>

Media Contacts:

Cindy Watson / Sachin Persaud

StrategicAmpersand Inc.

(416) 961-5595

[OpenTablePR@stratamp.com](mailto:OpenTablePR@stratamp.com)

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/opentable-pilot-in-boston-rewards-frequent-diners-with-special-access-to-hard-to-book-restaurants-300344961.html>

SOURCE OpenTable, Inc.

News Provided by Acquire Media