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## OpenTable Unveils Rebrand to Deepen Connection with Diners and Restaurants

### New Logo, Tagline, Brand Upgrades and #100opentables Campaign Underscore OpenTable's Evolution and Mission to Power Great Dining Experiences

SAN FRANCISCO, March 3, 2015 /PRNewswire/ -- For the first time in more than a decade, [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), [unveiled a rebrand](#) to further its mission of powering great dining experiences. Core elements of the new OpenTable brand include a reimagined company logo mark and tagline, as well as a fresh and current look and feel of the web and mobile experiences for both diners and restaurants.

The new logo features a large vivid red circle with a central small circular cutout. The smaller cut out red circle lies immediately to the left of the larger icon. It and other new brand elements have been designed to convey the ways OpenTable will connect diners, restaurants and their communities like never before. The design also reflects brand values like openness, reliability and modern timelessness.

The new tagline, "The table is just the start" speaks to the evolution of OpenTable from a company focused on the reservation transaction to one focused on the broader experience of dining out.

These changes come on the heels of other moves intended to enhance the OpenTable experience for diners and restaurants, including a [redesigned website](#); [Guest Center](#), the next-generation, cloud-based hospitality solution for restaurants; and [Pay with OpenTable](#), a mobile payments feature that lets diners view and pay their check with a few taps of their phone.

"We're proud that OpenTable is so widely used, but we also want to strike a more emotional chord with diners and restaurant staff," said Matthew Roberts, CEO of OpenTable. "We want our mission to be more clearly understood - that we're passionate about powering great dining experiences and what can happen around the restaurant table."

"Through our rebrand, we want our warm and welcoming nature - the love of restaurants and hospitality that is in our DNA - to shine through," said Scott Jampol, SVP of Marketing at OpenTable. "We are here to celebrate the experience of dining out and nourish great relationships between restaurants and diners, both locally and globally."

To celebrate the rebrand, OpenTable will launch a [#100opentables](#) campaign on March 11, 2015, giving away 100 dining experiences at iconic restaurants around the world, including Eleven Madison Park in New York City, Bar Tartine in San Francisco and Dinner by Heston Blumenthal in London. The campaign will feature a diverse collection of cuisines and experiences, such as "The Cellar Experience" at Dan Barber's Blue Hill at Stone Barns, the private chef's table for four in the skybox at Restaurant DANIEL, and a five-course pasta tasting menu at flour + water. The campaign will culminate with 100 dining experiences in 23 cities on 1 night: April 9, 2015. Diners can visit the [#100opentables](#) microsite [www.100opentables.com](#) for details on how to participate.

#### About OpenTable

[OpenTable](#), part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 16 million diners per month via online bookings across more than 32,000 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 more than 760 million diners around the world. OpenTable is headquartered in San Francisco and available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the UK.

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

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