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OpenTable Announces Free iPhone Application Now Available on Apple App Store

San Francisco, CA —November 17, 2008—OpenTable Inc. (www.opentable.com), a leading provider of free online reservations for diners and guest management systems for restaurants, today announced that its free application for iPhone and iPod touch is available on the Apple App Store. OpenTable for iPhone allows diners to check the real-time availability of multiple restaurants in the area, get the restaurants' location, make free, confirmed reservations, and then follow directions to the restaurant. Making it even easier for people to find and book online reservations while not at their computers, this application leverages the core functionality of the OpenTable.com website and the innovative location-based features of the devices.

"The combination of allowing people to match their actual location with availability at nearby restaurants makes OpenTable for iPhone and iPod touch unique," said Ann Shepherd, vice president of marketing at OpenTable. "All the necessary steps, from choosing a restaurant to actually confirming your reservation, can be done simply and quickly, without ever leaving the application or having to make calls to multiple restaurants."

Diners simply specify the desired date, time and party size, and they are instantly provided with a list of available tables at nearby restaurants. They can also view results on a map, get directions to the restaurants and send emails complete with reservation information to friends. Additionally, registered OpenTable members have the ability to see their upcoming reservations, earn OpenTable Dining Points and view their current Points balances.

OpenTable for iPhone was developed in close collaboration with Context Optional, a social marketing company.

"Context Optional was selected to help OpenTable with the development of this application because of its relevant experience and deep expertise with building and launching consumer-facing iPhone applications," added Shepherd. "We also worked with Context Optional when developing the OpenTable Facebook application, so we were quite familiar with its high-quality work already."

About Context Optional

Context Optional is a social media company based in San Francisco. Context Optional is regularly sought by agencies and big brands to provide measurable results across multiple social networks allowing clients to expand their online presence and increase consumer engagement. In the year since Context Optional first entered the social media landscape, they have deployed more than 30 social marketing promotions for more than 20 Fortune 500 companies. Some of the campaigns launched by Context Optional utilizing the Social Marketing Platform include, but are not limited to ABSOLUT, Bank of America, Digitas, Electronic Arts, Kellogg's, Microsoft, Ogilvy, OpenTable, Paramount, Samsung and Travel Channel. For more information, please visit www.contextoptional.com/.

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 8,500 restaurant customers, and since its launch in 1999, OpenTable has seated more than 80 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, Japan, Mexico, and parts of Europe.