

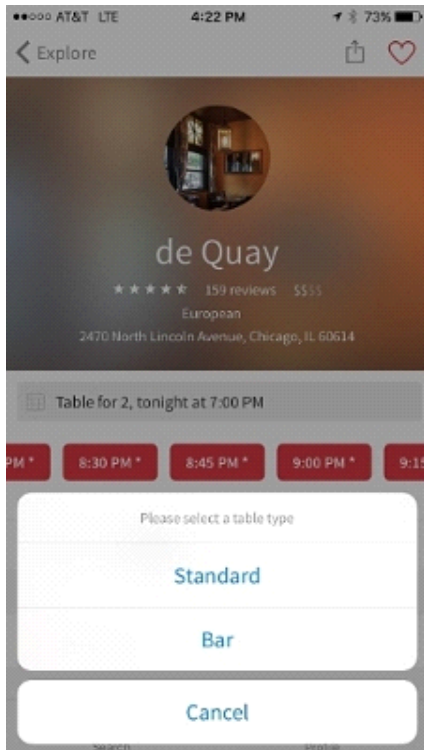


May 24, 2016

OpenTable Pilots New Feature in Chicago Allowing Diners to Book the Bar

'Table Categories' Feature Enables Restaurants to Expand Their Reservation Availability and Seating Options for Diners

SAN FRANCISCO, May 24, 2016 /PRNewswire/ -- [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), today announced that it is piloting a new Table Categories feature within [Guest Center](#), which enables participating restaurants in Chicago to expand their reservation availability and seating options for diners.



"We estimate that non-standard seating options like bar, patio, communal tables, and high-tops make up between 12 to 15 percent of restaurant inventory in the US," said Eli Chait, Director of Product at OpenTable. "These seats are typically empty despite being highly coveted, as some diners actually prefer a seat in the center of the action. The Table Categories feature in OpenTable Guest Center gives restaurants a tool to easily provide additional reservation and seating options to diners looking to enjoy a full meal."

The Table Categories feature pilot allows participating Chicago restaurants to categorize tables on their floor plan as either bar, high top, or counter and surface their availability to diners searching within the OpenTable iOS app.

"We wanted a way to better serve diners who at peak dining times were struggling to find reservations," added Terry McNeese, General Manager at de Quay in Chicago. "The new feature allowed us to open up additional inventory, seat more guests and deliver a better experience to diners."

To learn more about the Table Categories feature pilot and view the current list of participating restaurants please 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 19 million diners per month via online bookings across more than 37,000 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, OpenTable logos, and other service names are the trademarks of OpenTable, Inc. and/or its affiliates



Photo - <http://photos.prnewswire.com/prnh/20160523/371139>

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

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/opentable-pilots-new-feature-in-chicago-allowing-diners-to-book-the-bar-300273857.html>

SOURCE OpenTable, Inc.

News Provided by Acquire Media