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## OpenTable Debuts Free Mobile-Friendly Sites for Restaurants

### **New service is designed to help restaurateurs capitalize on the shift to mobile devices by making restaurant websites mobile-friendly**

SAN FRANCISCO, Oct. 16, 2012 /PRNewswire/ -- [OpenTable](#) (NASDAQ: OPEN), a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants, today introduced a free service that makes it easy for its restaurant customers to optimize their websites for mobile devices. The new service is designed to help restaurateurs capitalize on the massive shift toward mobile by making restaurant websites more user-friendly and functional on smartphones. The service, powered by DudaMobile, is quick and easy to use and the [before and after results are dramatic](#) without sacrificing the branding and elegance of the restaurant's desktop website.

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

"More than ever diners are seeking information about restaurants and booking reservations on the go, yet the vast majority of restaurant websites are not designed for mobile use," said Matt Roberts, Chief Executive Officer of OpenTable. "Our goal is to make it easier for restaurants to reap the benefits from the shift toward mobile by removing the friction associated with creating and hosting mobile-friendly sites."

More than 100 million people in the U.S. own smartphones, but only an estimated 10 percent of reservation-taking restaurants have mobile optimized sites.<sup>[1]</sup> OpenTable has experienced a growing number of diners who are choosing to book via mobile devices. In the second quarter of 2012, reservations booked on mobile devices accounted for 28 percent of the 28 million diners OpenTable seated in North America. Since the introduction of its mobile solutions in November 2008, OpenTable has seated more than 30 million diners through reservations booked on mobile devices, representing more than \$1 billion in revenue for OpenTable restaurant customers (based on a check average of \$42.50 per person as reported by OpenTable restaurant customers).

"We understand that many of our guests want and expect to be able to do everything on their mobile devices, including finding a restaurant nearby, pulling up menus and ultimately booking a table through our site," said Dan Simons, Concept Developer and Managing Partner, [Founding Farmers](#) and Farmers Fishers Bakers. "Throughout the mobile experience, we want to provide our guests with the highest level of service and hospitality. OpenTable has made it easier for us to achieve this level of service by providing a simple way to create our new mobile site."

To take advantage of the free service, OpenTable restaurant customers in the U.S., Canada, and the UK must claim their mobile site through the [OpenTable Restaurant Center](#) before February 1, 2013. Customers who sign-up by the deadline will enjoy the service for free as long as they're an OpenTable customer and comply with the terms and conditions of the service. Customers who sign up after January 31, 2013, will have access to the service for a nominal monthly fee. Restaurants interested in becoming customers of OpenTable can learn more by visiting the [Restaurateurs: Join Us](#) section of the OpenTable website.

#### **About OpenTable**

[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 350 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 UK. OpenTable also owns and operates [toptable](#), a leading restaurant reservation site in the UK.

#### **About DudaMobile**

[DudaMobile](#) is a do-it-yourself mobile website solution that gives small- and medium-sized businesses a fast, simple and affordable way to build a mobile presence. Founded in 2009, DudaMobile offers a patented web-to-mobile platform that converts a desktop website into a mobile optimized site and is used by enterprise partners, agencies and small businesses. DudaMobile also offers managed mobile advertising solutions and custom-built mobile websites. The Company, based in Palo Alto, California, currently hosts more than two million mobile-friendly websites on its platform.

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that involve risks and uncertainties. These forward-looking statements include the quotations from management in this press release, as well as any statements regarding the Company's strategic and operational plans. The Company's actual results may differ materially from those anticipated in these forward-looking statements. Factors that may contribute to such differences include, among others, the impact of the current economic climate on the Company's business; the Company's ability to maintain an adequate rate of growth; the Company's ability to effectively manage its growth; the Company's ability to attract new restaurant customers; the Company's ability to increase the number of visitors to its website and convert those visitors into diners; the Company's ability to retain existing restaurant customers and diners or encourage repeat reservations; the Company's ability to successfully enter new markets and manage its international expansion; the Company's ability to successfully manage any acquisitions of businesses, solutions or technologies; interruptions in service and any related impact on the Company's reputation; and costs associated with defending intellectual property infringement and other claims. More information about potential factors that could affect the Company's business and financial results is contained in the Company's annual report on Form 10-K for the year ended December 31, 2011 and the Company's other filings with the SEC. The Company does not intend, and undertakes no duty, to update this information to reflect future events or circumstances.

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[1] comScore Mobile Subscriber Market Share Report and OpenTable estimates.

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