



OpenTable Releases New Electronic Reservation Book and iPad App for Restaurants

Version 10.0 Provides Enhanced Features and Enables New Products that Provide Restaurateurs with Even More Control Over Their Front-of-House Operations

SAN FRANCISCO, April 4, 2012 /PRNewswire/ -- [OpenTable, Inc.](http://www.opentable.com) (NASDAQ: OPEN; www.opentable.com), a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants, today announced the latest version of its Electronic Reservation Book, which incorporates an API that provides the platform for the new iPad app and browser-based remote access products.

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Version 10.0 offers a number of feature enhancements including intelligent waitlist functionality that significantly improves the accuracy of quoted wait times. In addition, both the optional "OpenTable Manager for iPad" and "OpenTable Remote Manager" products enable anytime, anywhere access to the Electronic Reservation Book, making it easy for restaurateurs to monitor their reservation book, status tables, update guest records and view performance metrics from wherever they are.

"With all of our restaurant product offerings, the goal is to help our customers increase their operational efficiency and profitability," said Matt Roberts, Chief Executive Officer of OpenTable. "We built version 10.0 with this objective in mind and believe the added level of control the system provides will help restaurateurs better serve their guests by making it more efficient for them to manage their front-of-house operations whether they're on- or off-site."

"OpenTable continues to help us optimize our operations and our guests love using it," said Daniel Goodman, Director of Development at [Mercadito Hospitality](http://www.mercadito.com). "Version 10.0 has added great functionality to the waitlist feature which has improved accuracy in wait time quotes. And the new iPad option allows for greater flexibility. We are now able to status tables from the floor in real-time which has increased our ability to turn tables more efficiently. This update is just another sign of the continued improvement of the OpenTable solution. We are looking forward to seeing what comes next."

The upgrade to version 10.0 is free to all existing OpenTable Electronic Reservation Book customers in the U.S., Canada, Germany, Japan, Mexico and the United Kingdom. By upgrading, restaurants can take advantage of the optional iPad app and remote access add-ons.

About OpenTable

[OpenTable](http://www.opentable.com) 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 280 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 United Kingdom. OpenTable also owns and operates [toptable.com](http://www.toptable.com), a leading restaurant reservation site in the United Kingdom.

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