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Buckhead Life Restaurant Group Adopts OpenTable

SAN FRANCISCO — September 6, 2007 -- OpenTable, Inc. (www.opentable.com), the leading provider of free, online restaurant reservations for diners as well as guest and table management systems for restaurants, today announced that Buckhead Life Restaurant Group (www.buckheadrestaurants.com) has selected the OpenTable system for its 12 internationally renowned restaurants located in Atlanta and Boca Raton.

Diners, concierges and administrative professionals can now go online at www.buckheadrestaurants.com or www.opentable.com to find available tables at any Buckhead Life restaurant. Online reservations are free and can be made around the clock. The electronic reservation book at each Buckhead Life restaurant will be connected to the Internet, so when a diner makes an online reservation on either company's website it is instantly inserted into the same reservation book used by the maitre d' at the host stand.

"One of the tenets of our business over the last 30 years has been a deep commitment to customer service. We are obsessed with understanding our guests' preferences and delivering a level of service that sets us apart," said Pano Karatassos, founder and chief executive officer of Buckhead Life Restaurant Group. "OpenTable.com is a natural fit for us, as it allows us to extend our quality of service to the Web. We can now deliver 24/7 online reservations, attract new diners from around the world, and take our guest services to a new level."

In addition to online reservations, Buckhead Life Restaurant Group will also integrate OpenTable into its existing database and personalized marketing programs. With OpenTable, each restaurant will be able to note guest preferences (such as favorite wine, dessert or table), allergies or food restrictions, and other information that will help provide a more personalized dining experience. Buckhead Life Restaurant Group also anticipates using aggregated preference data to help predict dining trends and to develop targeted marketing campaigns.

"Pano Karatassos is one of the nation's most successful and innovative restaurateurs," said Jeff Jordan, OpenTable chief executive officer. "We are delighted he has selected OpenTable to provide his guests with the convenience of online reservations, while boosting his restaurants' ability to deliver superior guest service. We look forward to contributing to Buckhead Life Restaurant Group's continued success."

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