

POP

Placement.

Offer.

Performance.

The POP Program starts with preferred placement for your restaurant when diners are making a decision on OpenTable.com; sweetens the deal with a compelling offer to the diner; and delivers superior covers performance.

Here's how it works ...

1 PLACEMENT: Increased exposure on search result pages and marketing email

> Chart House Restaurant - Marina del Rey	Marina del Rey	Seafood	\$\$\$	6:45 PM	7:00 PM	7:15 PM	
> Chaya Venice	Venice	Asian	\$\$\$	6:30 PM	7:00 PM	7:30 PM	
> Chinese on Main	Santa Monica	Chinese	\$\$\$	6:30 PM	7:00 PM	7:30 PM	
> Coast	Santa Monica	American	\$\$\$	6:30 PM 1,000pts	7:00 PM 1,000pts	7:30 PM 1,000pts	5:30 PM 1,000pts
> Craft Los Angeles	Century City	Contemporary American	\$\$\$	6:15 PM	8:30 PM	
> Cucina Paradiso	West Los Angeles	Italian	\$\$\$	6:45 PM	7:00 PM	7:15 PM	
> Daily Grill - Brentwood	Brentwood	American	\$\$\$	6:45 PM	7:00 PM	7:30 PM	5:30 PM 1,000pts 8:15 PM
> Drago	Santa Monica	Italian	\$\$\$	6:30 PM 1,000pts	7:00 PM	7:15 PM	6:00 PM 1,000pts
> Drago	Santa Monica	Italian	\$\$\$	6:30 PM 1,000pts	7:00 PM	7:15 PM	6:00 PM 1,000pts
> En Sushi	West Los Angeles	Japanese	\$\$	6:30 PM	7:00 PM	7:30 PM	
> Enterprise Fish Co. - Santa Monica	Santa Monica	Seafood	\$\$\$	6:45 PM	7:00 PM	7:15 PM	5:00 PM 1,000pts 9:00 PM 1,000pts
> Enzo & Angela The Italian Restaurant	Brentwood	Italian	\$\$\$	6:30 PM	7:00 PM	7:30 PM	
> Ford's Fillina Station	Culver City	Gastro Pub	\$\$\$	6:30 PM	8:45 PM	

Slots highlighted in multi-restaurant searches

OpenTable Email Marketing*

Special POP Promo Pages*

And much more ...

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2 OFFER: A compelling incentive for diners to choose your restaurant

OpenTable automatically provides diners with a 1,000-point incentive for booking your POP slots.

- ✓ You control participation and select the slots you'd like to feature the offer.
- ✓ No coupons, special training or record keeping are required.
- ✓ OpenTable administers entire program.
- ✓ Customers can redeem 2,000 points for \$20 worth of OT Dining Cheques.
- ✓ 51% of diners will switch either time or restaurant to get bonus points.

The 1000-point offer only surfaces in multi-restaurant search results:

8 total restaurants with availability (click headings to sort)							
Restaurant Name ▼	Neighborhood	Cuisine	Price	Available Times (click time to reserve)			Additional Bonus Times
				Earlier	Exact	Later	
> CUT by Wolfgang Puck at The Beverly Wilshire	Beverly Hills	Steak	\$\$\$\$	5:30 PM	6:00 PM	-----	
> Lawry's The Prime Rib - Beverly Hills	Beverly Hills	Prime Rib	\$\$\$	5:45 PM	6:00 PM	6:15 PM	
> Mastro's Steakhouse - Beverly Hills	Beverly Hills	Steakhouse	\$\$\$\$	5:45 PM 1,000pts	6:00 PM 1,000pts	6:15 PM 1,000pts	5:30 PM 1,000pts 6:30 PM 1,000pts
> Morton's The Steakhouse - Beverly Hills	Beverly Hills	Steak	\$\$\$\$	5:30 PM	-----	6:30 PM	
> Porterhouse Bistro	Beverly Hills	American	\$\$\$	-----	-----	6:15 PM	

POP cover fees do not apply to single-restaurant searches:

Search Results: April 7, 2009 Tuesday 6:00 PM for 2 people	Modify Search Criteria Mastro's Steakhouse - Be 04/07/2009 6:00 PM 2 people <small>m/m/dd/yyyy</small> See all Los Angeles / Orange County restaurants (706)	Find a Table				
Availability for Mastro's Steakhouse - Beverly Hills						
Restaurant Name ▼	Neighborhood	Cuisine	Price	Available Times (click time to reserve)		
> Mastro's Steakhouse - Beverly Hills	Beverly Hills	Steakhouse	\$\$\$\$	5:45 PM	6:00 PM	6:15 PM

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3 PERFORMANCE: Superior covers performance with you in charge

Take advantage of the program any time you want increased exposure for your restaurant:

- ✓ Increase share in highly competitive markets
- ✓ Launch a new restaurant
- ✓ Rejuvenate your customer base
- ✓ Boost sales in slower seasons
- ✓ Fill tables at off-peak times

POP diners are demographic gold ...

	POP Program Diners*	American Express**
Average Age	48	43
Gender	60.1% female	50% female
Income % greater than \$100k	75%	34%

* OpenTable diner survey **Website visitor traffic, as reported by Quantcast.com

Dining Incentive diners will switch for a good value – but they aren't "cheap"! On average they spend \$4 more per check than the network average on OpenTable.

For more information or to sign up, email

getpop@opentable.com