

ZAGAT.mobi Users Can Now Make OpenTable Restaurant Reservations With Their Mobile Phones

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Zagat Survey today announced yet another way that mobile phone users can stay technologically connected. Zagat's award-winning mobile Web site, ZAGAT.mobi, is providing users with the ability to make real-time dining reservations at more than 4,000 restaurants directly through its partner OpenTable.

ZAGAT.mobi users can access Zagat's signature ratings and reviews and now easily make instant, confirmed reservations at Zagat-rated OpenTable partner restaurants of their choice wherever they happen to be.

"ZAGAT.mobi is the first mobile website to link to OpenTable's new mobile service," said Nina Zagat, Co-Chair of Zagat Survey. "ZAGAT.mobi is a one-stop shop for making informed dining decisions and then taking action."

Zagat-Rated restaurants that are OpenTable partners will have a proprietary icon of a table and chair next to their phone number on ZAGAT.mobi which, when clicked, will open the reservation search box. OpenTable users simply choose a date, time and party size in order to find available tables and then make an instant reservation at the specified restaurant.

According to this year's Zagat Survey, more and more diners are making restaurant reservations online. In San Francisco, 43% of diners report making online reservations, followed by Atlanta (40%), Washington D.C. (37%), New York (17%) and Los Angeles (14%). Founded in 1998, OpenTable has become the clear leader in this field.

In addition to this newly acquired reservation-making capability, ZAGAT.mobi covers tens of thousands of restaurants, hotels, shops and nightspots around the world. It offers Zagat's signature ratings and reviews, average cost, maps, photos, Zagat Buzz, and the ability to forward information for thousands of restaurants around the world via SMS.

Zagat also has a long-standing partnership with OpenTable.com to offer online reservations on ZAGAT.com.

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