



**Best Restaurants Announces an Exciting Partnership with Dimmi
to allow Users to Book Restaurants Online in Real-Time**

14 July 2009

Dear Restaurant Manager,

I am pleased to announce that Best Restaurants of Australia has formed an exciting partnership with Dimmi to allow our users to book restaurants online in real-time. This presents a new era for restaurant reservations in this country and I am pleased to extend this service to our users.

Dimmi is the one of the 1st websites in Australia to allow customers to book restaurants online in real-time (just like booking a hotel or an airline!) Over 250 of Australia's leading restaurants have jumped on board across Sydney, Melbourne & Brisbane to take advantage of real-time reservations and we are pleased to have you on board as we launch this new and innovative service. Participating restaurants include everyone from the 3 hatted Est, Quay, Pier & Marque, the Merivale, Park Hyatt, Dockside & Kobe Jones groups, institutions like Aria, Catalina, Flying Fish & Cafe Sydney through to family run gems like Carpaccio, Sapore & Bistro Ortolan.

Last year, a phenomenal 36 million bookings were made online in the US and UK. In San Francisco, every second restaurant reservation is made on-line in real-time. This demonstrates the opportunity for restaurants to drive bookings by tapping into the power of the internet.

Stevan Premutico the Managing Director of Dimmi said "Real time reservations has revolutionised the international restaurant industry and its introduction into Australia is long overdue. Australians love the convenience of online bookings. We book 65% of our flights online, we book 50% of our accommodation online and it's a natural evolution that soon we will book restaurants online."

Important things to know about real time reservations:

1. **Drive Reservations:** Dimmi & Best Restaurants partner together to help drive "bums on seats"
2. **Cut Costs:** by automating the reservation process, you will save time, money and booking errors
3. **Absolutely no costs until we send you bookings:** no bookings, no cost...which means no risk.
4. **Never again lose bookings because your phone isn't answered** – especially calls from other time zones and overseas
5. **Only Dimmi Partner restaurants benefit from on line bookings:** you need to subscribe to the service to participate

"If you have empty seats, we help you fill them. We provide you with a state-of-the-art Electronic Reservation Diary – simply think of this being your reservation book, but on a computer! When a customer books online, Dimmi instantly checks availability in your diary 24/7, if you have availability it automatically accepts the booking. It's that simple," Premutico said.

The days of customers waiting hours for a restaurant to open, call-back or respond to an e-mail will soon be over. Real-time reservations completely automates the reservation process, the same as it has done in the airline and hotel industries.

I am happy to endorse an exclusive offer for Best Restaurants members to subscribe to online bookings:

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|------------------------------|-------------------------|
| 1. Reservation System | FREE (normally \$2,000) |
| 2. Booking Fee | \$3.00 per person |

To benefit from online bookings through Best Restaurants please contact Dimmi on (02) 8239 5969 or admin@dimmi.com.au to arrange a time for a demonstration. Alternatively visit www.dimmi.com.au/exclusivepreview for more information.

Kind Regards

Maureen DeGroot / CEO
Best Restaurants

Kind Regards

Stevan Premutico (MD)
Dimmi