



Introducing Australia's first real-time online reservations website

Dear Restaurants,

Australia's restaurant industry is about to be brought inline with the UK and US when Dimmi, a new real time restaurant reservations website launches. Dimmi (Italian for "tell me") will be the first Website in Australia to allow customers to book online, in real-time. Designed to drive bums on seats & help restaurants cut costs by automating the reservation process – this will become an essential tool in these tough times.

Many of Sydney's leading restaurants have already subscribed to Dimmi's real-time bookings. The list includes the likes of Marque, Bathers Pavilion, glass brassiere, Bentley Bar, Bistro Moncur, Foveaux, Jonahs, Carpaccio, Sails, Milsons, Astral, Altitude, Manta, Watermark, Harbour Kitchen, La Grand Bouffe, Coast, Churrasco, Darleys, Cottage Point Inn, Clareville Kiosk, Steersons, Italian Village, Kobe Jones & many others.

This presents an exciting new era for restaurant reservations in this country and I am now happy to support the introduction of this service to our diners and restaurants across Australia. In the USA, 10,000 restaurants are designed to accept real-time bookings & over 100,000 reservations are made online every single day. It's evidently becoming the way forward.

Important things to know about real online reservations:

- 1. Drive Reservations:** Dimmi markets your restaurant to help drive "bums on seats"
- 2. Cut Costs:** by automating the reservation process, you will save time, money & hassle
- 3. Bookable 24/7:** Never lose another booking. You can now take bookings whilst you sleep!

Hospitality marketer, Stevan Premutico has collaborated with Cliff Rosenberg, former Managing Director of Yahoo! Australia & NZ to create a truly powerful restaurant marketing tool to help drive customers and maintain a 24/7 reservations relationship with customers.

Dimmi will 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, if you have availability it automatically accepts the booking. It's that simple.

I am happy to endorse an exclusive offer for Restaurant & Catering NSW members.

Venue Listing Fee	FREE (normally \$500)
Reservation System	FREE (normally \$1,500)
Booking Fee	\$3.00 per person

This represents a saving of over \$2,000. There is no up-front cost and you only pay a small fee each time a Dimmi directed customer eats in your restaurant. This offer is strictly limited to the first 100 restaurants only & expires 31 May 2009.

The current economic environment will certainly make 2009 a challenging year, however I hope that through initiatives such as this, member restaurants will continue to grow & prosper.

I encourage you to contact the dimmi.com.au team on (02) 9880 2841 or 0410 44 99 55 to arrange a time for a Dimmi representative to demonstrate how online bookings can help your restaurant. Alternatively visit www.dimmi.com.au/exclusivepreview for more information.

Kind Regards

Robert Goldman
Chief Executive