

# SinglePlatform Named Preferred Menu Provider for OpenTable

## SinglePlatform customer menus will update across all OpenTable platforms

WALTHAM, Mass.--([BUSINESS WIRE](#))--Connecting with hungry diners just got a lot easier for restaurants. [SinglePlatform](#) from [Constant Contact®, Inc.](#) (NASDAQ:CTCT) today announced that [OpenTable](#), Inc., the world's leading provider of online restaurant reservations, has named SinglePlatform as its new preferred provider of restaurant menus in North America. With this partnership, restaurants that use OpenTable can take advantage of unlimited updates for up to five menus, and SinglePlatform will provide a dedicated support team, ensuring accurate menus that will aid the decision-making of the millions of diners OpenTable seats per month.

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"Diners rely on OpenTable to provide all the information they need to discover and book the perfect restaurant, and menus are a key element of the discovery and decision-making experience," said Scott Jampol, Senior Vice President of Marketing at OpenTable. "By partnering with SinglePlatform, we're working together to make it easy and seamless for our restaurant customers to update and showcase their latest menus and seasonal fare."

Via the partnership with SinglePlatform, OpenTable restaurant customers can update their menus from [OpenTable's Restaurant Center](#) and have those updates reflected on the OpenTable site and mobile apps.

"It's an understatement to say that online search is essential to a local restaurant's success," said Pete Chen, vice president and general manager of SinglePlatform from Constant Contact. "Restaurants need to have accurate menu information readily available online, as well as a way for consumers to take action on their restaurant selection."

### About SinglePlatform from Constant Contact

SinglePlatform from Constant Contact gives small businesses a single place to update their critical business information and delivers that information across its publishing partner network, including the top business directory sites, the top ratings and reviews sites, and dozens of other sites and apps, as well as the businesses' social media profiles, website, and mobile site. It makes a business listing more than an address and phone number by adding the rich content that consumers want when they are searching for information – such as digital menus, products, pricing, and services. In 2014, SinglePlatform's publishing partner network generated nearly 400 million views for small business locations.

### About OpenTable

[OpenTable](#), Inc., part of The Priceline Group (NASDAQ:PCLN), is the world's leading provider of online restaurant reservations, seating more than 16 million diners per month via online bookings across more than 32,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated more than 830 million diners around the world. The Company is headquartered in San Francisco, California, and the OpenTable service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the UK.

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### About Constant Contact®, Inc.

Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the

company helps more than 650,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations. Anchored by our world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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### **Cautionary Language Concerning Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Constant Contact's relationship with OpenTable, including SinglePlatform by Constant Contact's status as OpenTable's preferred provider of restaurant menus in North America. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "suggest," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions that are not statements of historical fact are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the success of SinglePlatform by Constant Contact's relationship with OpenTable, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which Constant Contact operates, Constant Contact's ability to successfully develop and introduce new offerings or enhancements to existing products, adverse regulatory or legal developments, litigation risk and expense, Constant Contact's ability to continue to promote and maintain its brands in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, and other risks detailed in Constant Contact's most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the it from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. Constant Contact anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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