

Top NYC Restaurants Choose BuzzTable as Mobile WaitList & Loyalty Platform

New York City, August 22, 2012 – BuzzTable announces that more than 50 of the most-popular venues in New York City have selected BuzzTable as their mobile wait list and loyalty partner, including: Dinosaur BBQ, Ippudo, Benchmark Restaurants by Marc Murphy, Pastis, Blockheads Burritos, and Lucky Strike, which is currently being expanded to other national locations. BuzzTable is a Mobile Customer Relationship Management (CRM) platform - built specifically for the hospitality industry - and helps restaurants identify, engage, and retain guests.

BuzzTable's platform consists of multiple products that can be used separately or together as one turnkey system:

- 1) BuzzTable App for Guests (free on iPhone or Android) gives customers a wait list progress update and displays menu info and top trending dishes on popular food review sites, plus the ability to unlock unique loyalty rewards, provide discrete feedback directly to management, and book reservations via OpenTable;
- 2) WaitList for Hosts, a web or iPad app that allows restaurants to identify regulars, track customer traffic, and notify their guests via SMS-messaging when their table is ready;
- 3) ControlCenter for Operators, a browser-based dashboard which offers reporting and analytics on each restaurant's private database and provides an interface to directly message and control the experience for their customers within the BuzzTable App for Guests.

BuzzTable's "secret sauce" is a patent-pending process that captures customer data and acquires end-users. The BuzzTable WaitList system sends an SMS-message to each guest with a call-to-action and hyperlink to download the BuzzTable App. By supercharging download rates, venues using WaitList can convert up to 26% of all wait list guests into mobile loyalty members.

"BuzzTable takes that momentary connection between the restaurant and their guest and converts it into a lasting relationship," said Warner H. Siebert, CEO & Co-Founder of BuzzTable.

The BuzzTable App for Guests is a more cost-effective solution to building a white-labeled app for individual restaurants.

Dinosaur Bar-B-Que a popular regional chain, was one of BuzzTable's earliest partners. BuzzTable helped the New York City Dinosaur BBQ location create a mobile connection with over 26,000 guests and of those that downloaded the BuzzTable Mobile App, 52% have already redeemed a reward and 9% provided feedback within the app.

"BuzzTable's WaitList has simplified and improved our wait list process," said Dinosaur Bar-B-Que Chief Operating Officer, Rob Flohr. "The BuzzTable Mobile App is a great way to directly reach out to our guests. Our customers and staff love the system, so it's a win-win."

BuzzTable was founded by four entrepreneurs over a dinner in 2011. BuzzTable's mission is to take the friction out of the dining experience for guests, while helping restaurants better identify, maintain, and retain customers via direct mobile communication. BuzzTable got its start as part of the inaugural class of NYC-based Entrepreneur's Roundtable Accelerator. More information at www.buzztable.com.

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