

## **Restaurant.com and ExactTarget Integration Helps Marketers Spice Up Campaigns**

**Arlington Heights, Ill. November 6, 2008-** Restaurant.com, a national gift certificate savings source, and ExactTarget, a leading provider of on-demand one-to-one marketing solutions, have announced today a new integration of services that provides marketers with high-value, low-cost restaurant gift certificates. Through the integration, marketers can now add restaurant gift certificates as incentives to interactive campaigns to convert browsing shoppers into buying customers.

Restaurant.com and ExactTarget integration allows marketers to leverage the value of dining by adding Restaurant.com gift certificates as incentives to interactive campaigns to convert browsing shoppers into buying customers.

Valid at more than 8,500 restaurants nationwide, Restaurant.com gift certificates provide organizations of all sizes, from large corporations to local businesses, a tailor made marketing incentive solution. Marketers who use ExactTarget have access to wholesale quantities of Restaurant.com gift certificates that offer at least 60-percent savings, including \$25 gift certificates for less than \$10. High worth, low cost, and simple redemption make the gift certificates an attractive incentive option for marketers wanting to add more appeal to their campaigns.

"ExactTarget approached us about their impressive suite of services to enhance our email marketing and to stay top of mind with diners and restaurant owners," said Cary Chessick, Restaurant.com president and CEO. "They have a talented and creative team and the collaboration led to the development of the ExactTarget and Restaurant.com service integration."

Restaurant.com gift certificates can be automatically rewarded to email subscribers after completing a required action, with minimal set-up needed from marketers. Online retailers, for example, insert Restaurant.com gift certificates into product promotions to reward customers for minimum total spending, or purchasing specific products.

"With the current state of the economy, marketers are seeking new ways to motivate their consumers to action and our integration with Restaurant.com speaks directly to this marketing need," said Peter McCormick, ExactTarget co-founder and vice president of partners and channels.

Available on the ExactTarget Extensions Network, the online site that hosts a range of value-added services from ExactTarget partners, Restaurant.com gift certificates are available for marketers to:

- Drive desired customer behavior from an email or Web site to ultimately boost product sales, increase shopping cart sizes and refer customers
- Automate gift certificate distribution by building a marketing program once and letting it run
- Integrate within the existing campaign design, ensuring a consistent customer experience
- Quickly distribute gift certificates to targeted clients, customers, and partners via email

In addition to \$25 gift certificates, \$50 and \$100 denominations are available for prices that are also at least 60 percent less than their face value. For marketers, Restaurant.com gift certificates can be customized with a company logo or marketing message and delivered electronically via email, or through paper gift certificates and gift cards. Recipients visit a redemption only Web site and enter a unique code to apply the credited amount toward restaurant-specific gift certificates. Redemption value, not cost, is displayed on gift certificates and cards.

ExactTarget clients can obtain additional information about Restaurant.com gift certificate incentive options by contacting their ExactTarget account representative, visiting <http://www.Extensionsnetwork.com> or calling Restaurant.com Corporate Sales at 888-745-6989.

