

Restaurant.com 'Feed It Forward' Initiative to Defy Economic Downturn, Filling Tables at Restaurants Nationwide

Arlington Heights, Ill., Nov. 26, 2008—The down economy means less dining out for many people across the country, challenging more restaurants to find new ways to attract business. Restaurant.com announced today an effort to support the act of giving and to help restaurants attract diners—sharing \$10 gift certificates for free to fill as many as three million tables at restaurants nationwide—as part of an initiative called, “Feed It Forward.”

“Restaurant.com understands the importance of connecting restaurants with diners and the critical role restaurants play as social centers within their communities,” said Cary Chessick, president and CEO at Restaurant.com. “We want to contribute to the success of our restaurant partners during a time when so many restaurants are challenged. ‘Feed It Forward’ allows us to help fill tables well beyond this holiday season and spread a little joy while doing it.”

The “Feed It Forward” initiative is built upon a single giving Web site, www.Restaurant.com/FeedItForward, stocked with three million, \$10 Restaurant.com gift certificates that are available while supplies last. The site will be live for 30 days, from the day before Thanksgiving through Christmas day. During that time people can go online to give the gift certificates to friends, family, co-workers and people who might not otherwise make their holiday gift list.

Gift recipients redeem the gift certificates at www.Restaurant.com/FeedItForward and decide where to dine among 5,000 Restaurant.com restaurants nationwide. Every participating restaurant features a Web page offering personalized descriptions of cuisine and menu items, as well as information about pricing, locale, hours of operation and décor.

Restaurant.com regularly connects diners and restaurants through its core gift certificate program. All Restaurant.com partners benefit from increased exposure and marketing, as well as value-added services such as diner survey results, profit estimates, reports showing number of tables filled, and custom marketing services—all provided for no out-of-pocket costs.

Ted’s Montana Grill currently has 57 restaurants participating in the Restaurant.com gift certificate program. Ted’s Montana Grill offers classic American cuisine and fresh, made-from-scratch dishes in a relaxed setting of casual luxury. Like Restaurant.com, Ted’s believes “Feed It Forward” will inspire hope and bring people together during challenging times.

“Restaurant.com is taking a very unique marketing approach with the Feed It Forward initiative,” said George McKerrow Jr., co-founder and president/CEO of Ted’s Montana Grill. “It’s great to know they’re thinking about ways to stimulate business. We’re very proud to be a part of the effort.”

Restaurant managers who are interested in learning more can connect with

Restaurant.com directly at <http://partners.restaurant.com> or at partnerjoin@restaurant.com. Individuals nationwide have equal opportunity to give gift certificates away while the quantity lasts. People can visit www.Restaurant.com/FeedItForward to participate and learn more about the “Feed It Forward” initiative.