



Dining Around Sydney Magazine

Best Restaurants of Australia: www.bestrestaurants.com.au

Best Gift Certificates: www.bestgiftcertificates.com.au

Best Venues of Australia: www.bestvenues.com.au

Best Clubs of Australia: www.bestclubs.com.au

Instant Online Restaurant Reservations from www.bestrestaurants.com.au

The arrival of online real-time restaurant table reservations is finally here. de Groots Media and Dimmi have joined forces to make it possible for Australian restaurant-goers to book their next restaurant online in real-time through www.bestrestaurants.com.au and receive instant confirmation on their reservation.

This service is comparable to those that consumers in the United Kingdom and United States have been offered and grown accustomed to for more than ten years. 10,000 restaurants across the United States are now able to accept real-time bookings, resulting in almost 100,000 reservations every day.

Similar to booking a hotel room or a flight, diners can now book tables in real-time at almost 1,000 restaurants throughout Australia. Restaurants already accepting real-time bookings through Dimmi include Sydney's Quay, Bilson's, Wildfire, Catalina, Flying Fish, Pier and Melbourne's Flower Drum, The Italian, Oyster Little Bourke, The Deanery, Sapore, Balzari, Jamie Oliver's Fifteen, Gordon Ramsay's new restaurant Maze and Brisbane's Restaurant Two, C'est Bon and Restaurant Rapide. Dimmi will be launching in Canberra later this year and Adelaide and Perth next year.

How does the service work? By going to www.bestrestaurants.com.au, diners select their preferred restaurant, look for the Dimmi real-time booking service then simply select a date, time preference and number of diners, and they will receive instant confirmation on their reservation. This confirmation is delivered in real-time which is likened to the same level of speed, convenience and simplicity that consumers have become accustomed to for many years with online hotel and flight bookings, 24/7.

What are the advantages? When a reservation is made via www.bestrestaurants.com.au, it is immediately recorded in the chosen restaurant's electronic system and instant confirmation and a reservation number is received by the diner. The risk of error in table numbers, days or times required that phone calls, voice messages and typos in emails are renowned for, becomes obsolete. So too is the frustration felt by phoning restaurant after restaurant on peak trading days only to find they're booked out. If a venue has tables available but the preferred time slot is fully booked, alternative available times are automatically shown. No more busy signals, unanswered calls or waiting endlessly for the restaurant to open.

What about special requests? If the reservation is for a special occasion or if a person in the dining party has a dietary requirement, those details can be advised online as well. To streamline the process even further, an automatic reminder email is sent 24 hours prior to the reservation.

For further details about de Groots' real-time restaurant booking service, go to www.bestrestaurants.com.au or visit www.dimmi.com.au

* * * * *

About de Groots Media

de Groots Media is a leading and long-established supplier of quality restaurant and hospitality information throughout Australia. The company hosts a number of websites including Best

Restaurants, Best Venues, Best Clubs and Best Gift Certificates. De Groots Media also publishes Dining Around Sydney, a complimentary travel magazine delivered to 5-star hotels, concierges and high-end corporations in Sydney.

About Dimmi

Launched to the public in late 2009, Dimmi is Australia's first real-time online reservations system providing consumers with instantly confirmed bookings at almost 1,000 leading restaurants, free of charge via the web. In the past three months alone, Dimmi has successfully seated over 50,000 diners in restaurants across the country.

Dimmi's real-time reservation booking service is fool-proof as the reservation diners make is instantly recorded in the restaurant's Electronic Reservation System, the same one the restaurant uses to manage its reservations.

Free to use, Dimmi offers hassle free, quick, discreet and instant restaurant bookings 24/7. Dimmi has created the largest online restaurant booking network in Australia and the Dimmi booking service can be found on the country's leading online restaurant guides, including Best Restaurants of Australia.

Dimmi allows diners, tourists and business people to book tables at all types of restaurants ranging from the three-hat fine dining establishments, restaurant and hotel groups to the more casual suburban eateries.

For Further Media Information contact:

Maureen de Groot
Managing Director, de Groots Media
maureen@degrootmedia.com.au
ph (02) 9211 6088