

FOR IMMEDIATE RELEASE:

New App Enhances Restaurant Week NYC Experience

*Real-Time Photos, Reservations and Concierge Services
Now Available From Mobile Phones*

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New York, New York - July 11, 2011 – Exploration Dining, a private dining community and concierge service in New York City, today announced the launch of its mobile dining app for use during New York City’s Restaurant Week July 11 through 24, 2011. Available as a free download through Apple’s App store and the Android Market, the innovative mobile app offers a unique visual guide to the event while enabling real-time recommendations and reservations through its concierge services.

The Exploration Dining mobile application was designed to offer a sneak peek into the cuisine and ambiance offered at participating dining establishments. Anyone can share in the restaurant week experience and find their next culinary experience from their mobile device. App users can browse images of dishes coming out of the kitchen and scope out the atmosphere via a dynamic photo stream generated by patrons.

All uploaded photos are published publicly for other app users and automatically archived in the user’s personal Digital Pantry™. Saved photos allow users to revisit their NYC Restaurant Week dining experiences at any time.

Capabilities include:

- Real-time streaming photo galleries showing the nearest, latest and best dishes
- Free access to personalized concierge services and suggestions
- Direct and instantaneous reservation bookings
- Image sharing or restaurant recommendations via Twitter in a single click

“We’re extremely excited to launch ‘Exploration Dining – Restaurant week’ into the Apple App Store and Android Market following months of planning, development and testing,” states Alexander Bartosch, Founder & CEO of Exploration Dining. “The app delivers an added dimension of engagement during Restaurant Week, with an enhanced sense of community, added convenience and insight into dishes and establishments diners might not discover or explore otherwise.” Learn more about Exploration Dining at explorationdining.com.

About Exploration Dining

Headquartered in New York City, Exploration Dining is an invite-only dining community and concierge service catering to local restaurants and foodies. The company connects individuals with superior dining establishments that perform exceptionally in the areas of food, service and atmosphere. To foster culinary exploration, members enjoy select opportunities for promotions and incentives while restaurateurs entice first-time patrons and long-term loyalty. Exploration Dining is committed to life-enhancing values, encouraging members to venture beyond the scope of their everyday lives and experiences.

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