

**FOR IMMEDIATE RELEASE:**

**Mobile Concierge APP expands its coverage to 2,000 New York City Restaurants**

*Mobile Reservations and Concierge Services To Be Available For All Fine Dining Establishments In Metro New York*

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Exploration Dining

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**New York, New York - August 31, 2011** – Exploration Dining, a private dining community and concierge service in New York City, today announced its planned expansion of its mobile reservations and concierge app to include 2000 Metro New York restaurants. Available as a free download through Apple's App store and the Android Market, the newly configured restaurant mobile app offers a unique visual guide to New York City restaurants while enabling real-time recommendations and reservations through its concierge services.

The news of Exploration Dining's expansion of its mobile concierge services and real-time photo streaming service comes at the heels of a successfully completed Restaurant week campaign. During NYC Restaurant Week nearly 1000 users interacted with exploration dining's mobile concierge application during thousands of sessions where hundreds of pictures were added to, or viewed in, the live photo stream from participating restaurants. Exploration Dining will begin its mobile expansion after Labor Day and is aiming to have full coverage in Metro NY before the busy holiday season.

"We're extremely excited by the success of 'Exploration Dining – Restaurant week' and the nearly 1000 restaurant week experiences it has facilitated over the last 6 weeks," states Alexander Bartosch, Founder & CEO of Exploration Dining. "Our decision to extend our concierge services beyond restaurant week and to expand our reach to Greater Metro New York is a direct result of the engagement we have seen and customer requests for greater coverage." Learn more about Exploration Dining at [explorationdining.com](http://explorationdining.com), and Learn more about event wires at [eventwires.com](http://eventwires.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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