

FOR IMMEDIATE RELEASE

World largest Private Dining Directory launched by New Seattle Software Company - Privatedine.com

Restaurant Owners, Event Planning Pros and Executives praise new, interactive web-based event planning tool.

SEATTLE (September 23rd, 2007) – Privatedine.com, a new Seattle software company celebrates the launch of the World's Largest Private Dining Directory this week. The new web site [www.privatedine.com] features over 4,000 restaurants nationwide in 17 major markets. The company was founded by four local executives with proficiencies in technology, software development, hospitality, sales and marketing as well as event planning. Privatedine.com is the only comprehensive restaurant directory, including an interactive 'request room' feature, exclusively focused on private dining and group dining events at restaurants and special event venues. The site has similarities to those that search for airline tickets and hotel rooms.

"If you have ever searched for a place to host a corporate dinner meeting, rehearsal dinner, family celebration or company holiday party, you will immediately understand the concept and value of Privatedine.com. Ask someone to list their favorite seafood restaurants and most can quickly rattle off a long list. However, ask them to list seafood restaurants with private or semi private dining spaces for 40 people with a budget of \$35 per person and most find it difficult to come up with more than a few. Answering this question, in a simple format, which is free to use, is the power of Privatedine.com."

Cindy Baccetti, Founder and Chief Marketing Officer, Privatedine.com.

The new site helps users find the perfect event location by allowing them to enter their individual event details. Privatedine.com then sorts through hundreds of venue listings and displays customized directory results. The premium profiles include details such as group menus, chef bios, hours of operation, photos, room set up option and capacities. Once venue selections are made, users click the "request room" button which submits their request to one or more restaurants in seconds. Users then receive email responses directly from the restaurant via email.

People are accustomed to searching for airline tickets and hotel rooms by entering their specific trip information, receiving customized answers and pricing information, Privatedine.com brings this technology to the private dining and group dining world. *"The key is that Privatedine.com is both a useful resource to private dining consumers and a valuable sales and marketing partner for our premium member venues."* – Reuben Buck, Co-Founder and Chief Creative Officer, Privatedine.com.

The response from restaurants and other venues has been very positive. *"Privatedine.com has exceeded our expectations in just the second month. We have seen an increase in the number of inquiries and we confirmed our first event from the site just last week for over 600 people. We are thrilled with the results from Privatedine.com"*

Steven Olson, Owner ~ Parlor Billiards and Ultralounge @ the Parlor Billiards.

Restaurants also applaud the quality of the leads they receive through the site. Complete leads not only save time for busy restaurateurs, but also for Privatedine.com's users. Users are spared manually dialing multiple restaurant locations, and leaving voicemails, only to learn, sometime days later, that most of the facilities are either out of their price range, or do not have their desired date available.

"Privatedine.com is a great tool for those of us who book corporate dining events for our clients. It saves me time, is easy to use and it is FREE...it just doesn't get much better than that." Marcus White, Owner ~ MCW Events

"PrivateDine.com is fantastic! I have used the system to book events from LA to Miami. Thanks for taking the guess work out of it." Laurel Bird, President ~ La Spaziale USA

Restaurants and other venues on Privatedine.com have the option of purchasing the premium profile membership expanding their listing to include countless details. Premium members are denoted by a logo and an in-depth profile while the standard or free listings include only basic venue details. Currently premium members include restaurant heavyweights like

El Gaucho, Waterfront Seafood Grill, Campagne, Ray's Boathouse, 0/8 Seafood Grill, Ponti Seafood Grill, Volterra, Andaluca, Marazul, Rover's and many others. Users who select to host their events at premium member venues are also rewarded with a \$50 gift card from that venue.

"This site is amazing. The Privatedine.com team not only has a great web service to highlight our private dining facilities, but they assist us with innovative ideas and tips to increase our sales and support our clients. Kudos to Cindy, Reuben and the team at Privatedine.com" Jessica Edwards, Private Dining Manager ~ Ponti Seafood Grill

In addition to restaurant profiles, Privatedine.com's articles section features private dining tips and trends. Current articles include: *Sushi Meetings: The New Golf, The Do's and Don'ts of Business Dining and How to Plan a Rehearsal Dinner*. This focused editorial section provides exposure and partnership opportunities with other restaurant consultants and PR agencies. *"We provide them another forum to promote their clients. Privatedine.com regularly solicits articles from those in the restaurant and hospitality industries. Our goal is to be the world's largest and most comprehensive private and group dining resource."* says Baccetti.

About www.privatedine.com

Privatedine.com is the answer for countless restaurateurs and hoteliers who struggle everyday to increase the exposure of their private dining facilities as well as streamline the workload of their private dining sales staff. Whether a full-service restaurant, bar, nightclub and catering establishment, there is one common theme...the desire to increase the most profitable and desirable revenue source...private dining and group reservations. Privatedine.com is the first comprehensive, online web tool specifically focused on private dining.

Privatedine.com, founded in 2006, is privately held and headquartered in Seattle, Washington. Privatedine's leadership team is comprised of technology, software, hospitality, marketing and event planning professionals. The team includes executives with a proven record of building successful Internet companies. Sumit Sen, one of the co-founders of Privatedine.com is also the founder of another Seattle software company, Bluedot.us. To date Privatedine.com features over 4,000 restaurant listings including those in 17 major US markets.

Cindy Baccetti, Co-Founder and Chief Marketing Officer, Privatedine.com

Privatedine.com was the original concept of local hospitality executive, Cindy Baccetti. As the company's leader Baccetti oversees the sales and marketing efforts as well as daily operations. Baccetti, a successful business development executive, brings over 20 years experience in the hospitality industry to Privatedine.com. Baccetti holds advanced degrees in Business Administration, Accounting and Marketing Management from Central Washington University.

"Cindy Baccetti's vision and leadership will be critical to Privatedine's success. I recommend Privatedine.com to all of my clients" Deba Wegner, President – Recipe for Success, Inc (a local hospitality consulting firm)

Privatedine.com and Community

Privatedine.com is proud of strong alliances to local and national charities. Baccetti who received the national "Rookie of the Year" award in 2005 from Share Our Strength [a national hunger relief organization] and who served for three years as director of Community Relations for a local Seattle-based, hospitality company, believed Privatedine.com's support of such charities must start from day one. In its first year, Privatedine.com has already sponsored various efforts of several anti-hunger organizations including Farestart, Solid Ground's Operation Frontline and Share Our Strength's Taste of the Nation.

"Corporate philanthropy' has become a buzz word in recent years. Our commitment to support charitable efforts in our community was part of this company from its inception. It is part of what we do every day because it is who we are as a company and more importantly it is who are as people."

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