



DIMMI AND TRUELOCAL.COM.AU PARTNER TO MAKE DINING OUT EVEN EASIER

15 November 2010 - Online, instant restaurant reservations provider Dimmi, has signed a booking partnership with leading online business directory and review website TrueLocal.com.au meaning diners can now find restaurants, connect with them with instant real time reservations and share their experience all on TrueLocal.com.au.

Stevan Premutico Managing Director and Founder of Dimmi said, "The partnership makes a lot of sense. Diners are looking online at TrueLocal.com.au for restaurant information and reviews, and now with Dimmi they can make an instant reservation right there and then. Together we provide an even better user experience for Australian diners."

John Allan, CEO of TrueLocal.com.au added, "TrueLocal.com.au is the leading business directory and review website in Australia. Restaurants are one of our most searched categories. This partnership with Dimmi allows us to offer a more streamlined way to bring businesses and consumers together."

"It is another step in the evolution from phone to online and gives diners an even greater convenience; delivering on the TrueLocal.com.au promise of find, connect and share."

More than 8.7 million searches are made on the TrueLocal.com.au network each month. The TrueLocal.com.au network includes Yahoo!7 Local, Optus, Vodafone, 3, Virgin Mobile and many more.

Launching 12 months ago Dimmi has, to date, seated 750,000 diners and now has direct access to 1,500 restaurants Australia-wide.

"Today's announcement is part of our ongoing real time commitment to diners and restaurants across Australia," continued Stevan Premutico.

This partnership provides a one-stop shop for diners to read reviews, find the right restaurant for them and secure bookings instantly.

As of today, diners will be able to make instant, guaranteed bookings at Dimmi affiliated restaurants listed on TrueLocal.com.au.

MEDIA RELEASE

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