



November 6, 2014
Kakaku.com, Inc.

tabelog and ANA tie-up in “Online Reservation + Miles Campaign”

Receive 50 miles for each member of your party when booking your table online

tabelog provides easy access to online reservations with great deals, whether it be a sudden restaurant search, group dinner, date, or year-end/new-year party

tabelog (<http://tabelog.com/>), a ranking and word-of-mouth restaurant review site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371) and All Nippon Airways (ANA) have launched a joint campaign that offers *tabelog* users with ANA Mileage Club membership a new opportunity to accumulate miles by making online restaurant reservations via *tabelog* and visiting the restaurants. The campaign will run from November 6 to January 31, 2015.

■ PC access: http://tabelog.com/yoyaku_campaign/top

■ Smartphone access: http://s.tabelog.com/smartphone/yoyaku_campaign/top

tabelog's online reservation service can be accessed via PCs, smartphones and related apps 24/7 enabling users to book tables at some 8,300 restaurants, ranging from casual eateries to upscale restaurants, at anytime and from anywhere. From making first-time reservations to modifying a reservation, *tabelog* offers around-the-clock convenience that has won a large following in Japan, with the total number of reserved seatings made since the site's launch less than two years ago surpassing 1 million in October 2014.

Eyeing the upcoming season of year-end and new-year parties and celebrations, a peak season for dining out in Japan, as a good opportunity to introduce the convenience of online restaurant reservations to a wider audience, *tabelog* has teamed up with ANA in this “Online Reservations + Miles Campaign” with the theme “Get an even better deal when booking your table online!”

With restaurant staff becoming extremely busy preparing for the year-end/new-year season, making reservations via *tabelog* saves the customer and restaurant staff time spent on the telephone while offering customers a chance to accumulate miles. *tabelog* hopes that planners of big events and small-group dinners alike will take advantage of this service.

Outline of online reservation campaign

Campaign period:	November 6, 2014 - January 31, 2015
Eligible participants:	All ANA Mileage Club members
Miles awarded:	50 miles for every person in the reservation party who actually visits to the restaurant
Participating restaurants:	About 8,300 (a still expanding list of establishments ranging from Japanese-style bars to fine dining restaurants)
Service overview:	Person making logs into <i>tabelog</i> , enters his/her ANA Mileage Club membership number, searches for restaurants, makes a reservation and then receives 50 miles for every member of the party that actually visits to the restaurant.

* Cancellation of the reservation made online cancels the mile award benefit.

* Reservations subsequently changed to a date not in the campaign period are not eligible for campaign mile award.

* Only reservations made using *tabelog*'s reservation service are eligible for campaign mile awards.

Tabelog will continue to evolve as a cross-industry communication platform for the restaurant industry and provide an information repository that closely links users with restaurants.

About ANA Mileage club

ANA Mileage club is a program you can earn miles by flights, shopping or other participating partners. You can redeem various award such as flights awards or more.

Information page: http://www.ana.co.jp/wws/us/j/wws_common/amc/

About tabelog

The *tabelog* site was launched in March 2005 on the concept of providing “a reliable restaurant selection service.” It serves consumers and restaurants in all of Japan's 47 prefectures, providing restaurant rankings calculated using an original algorithm based on users' word-of-mouth information and ratings.

About *tabelog* rankings and scores: <http://tabelog.com/help/score/>

tabelog's policy on user reviews/ratings: <http://tabelog.com/help/policy/>

tabelog data (as of September 30, 2014)

Registered restaurants: approx. 790,000; posted reviews: approx. 5.75 million; monthly page views: 1,405.14 million; monthly users: 60.75 million (breakdown: 24.53 million PC users, 35.09 million smartphone users and 1.13 million feature phone users)

▼ *tabelog*'s official social media accounts

Facebook : <http://www.facebook.com/tabelog>

Twitter : <http://twitter.com/tabelog>

Kakaku.com corporate profile

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Business description: Planning and operation of sites

Sites operated by Kakaku.com, Inc.: http://corporate.kakaku.com/en/en_company/en_service.html

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