

**eat2eat launches free app for Android users**

***Diners can now reserve tables at their favourite restaurants through mobile devices***

Singapore - 19 December 2011 - eat2eat, the leading web-based reservation platform for restaurants, is now available on Android devices for customers’ ultimate convenience. Android users can now download the eat2eat app for free from *Android Market,* onto their Android phone or tablet device.

Despite only being launched in 2008, the Android mobile platform sees roughly 500,000 Android devices being activated per day globally, adding up to a user base which already exceeds that of Apple’s iOS. As one of the leading technology providers to Asia Pacific’s F&B technology sector, eat2eat chose to introduce their first App on the Android platform to advantage their customers. The App enables free restaurant table reservations, and has clear and easy to use instructions for diners who wish to make hassle-free reservations at any time of the day.

eat2eat’s application allows diners to log-in to a network full of restaurant listings, choose the preferred dining venue, and make a simple “one touch” reservation that is instantly confirmed. The android app permits users to make a booking at the restaurant of their choice at any time, day or night, and provides a straightforward confirmation number.

Amongst restaurateurs who have swapped the old black book for real-time online bookings, there has been marked increases in customer retention and front of house operations flow, leading to a rise in restaurant profitability.

“eat2eat’s goal is to increase convenience for both restaurants and diners,” says eat2eat’s CEO Vikram Aggarval. “With most people in Asian cities using smart phones, apps are the best way to connect the two and we will continue to develop new tools to enhance the dining experience.”

eat2eat’s system has become rapidly popular across Asia-Pacific, and is now used by many hotels, restaurants and restaurant groups, including Starwood Hotels, Michaelangelo’s Group and Brewerkz. eat2eat will be releasing an iPhone app early 2012.

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**About eat2eat**

eat2eat provides technology that enables restaurateurs to introduce technology into the workplace, reduce administrative functions for their front of house staff and improve profitability through a better understanding of their diners. The technology is proven, secure and robust. It is used extensively across Asia Pacific and the software is the preferred supplier to leading international hotel groups.

eat2eat’s unique proposition to the restaurant is its focus on supporting the restaurant’s own booking channel and control over their diner database. The software is provided free of charge and fees are on a ‘pay as you go’ system. Uniquely, restaurants do not require any hardware or software installation to access the eat2eat booking system

**MEDIA CONTACTS**

For more information, please contact Verve MPR:

Illka Gobius

+65 9769 8370

[illka@vervempr.com](mailto:illka@vervempr.com)



Caption: Making a restaurant booking is easy and hassle-free on the new eat2eat Android app.