

CARLSON REZIDOR HOTEL GROUP PARTNERS DINEOUT IN INDIA TO PROVIDE DYNAMIC RESTAURANT RESERVATIONS

New Delhi, India (May 16, 2017) - Carlson Rezidor Hotel Group, one of the world's largest and most dynamic hotel groups today announced its partnership with Dineout, India's largest table reservation and restaurant promotion service. The partnership will add breadth to the 'local connection' and brand positioning to resonate with tech-savvy diners. The Group builds on the success of a pilot exercise undertaken in 2016 where select hotels in India had their restaurants and bars promoted on the platform.

"Consumers have an increasing penchant for technology and the driving force for the initiative is to deliver better customer experience. We are buoyed by the success of our pilot project with Dineout and see many more opportunities of success with our continued partnership. The technology exposes customers to more brand experiences through their devices and social media, while helping our hotels and their F&B outlets achieve greater competitive advantage," said Sandy Russell, vice president, Asia Pacific, Carlson Rezidor Hotel Group.

"As one of the leading international hospitality operators in India, we have established a nationwide presence and deep understanding of this key market. Food and Beverage (F&B) is an important component of the hospitality business, bringing about a culinary experience for guests as well. With the evolving technological landscape aided by increased Internet penetration and use of smartphones, we recognise the need to provide a solution for our F&B outlets and are happy to partner with Dineout, India's premier table reservation service," said Raj Rana, chief executive officer, South Asia, Carlson Rezidor Hotel Group.

As India grows economically with increasing urbanization and rising disposable income, the new middle class is increasingly eating out to seek authenticity and experiences. Customers are accustomed to the use of technology in their research for F&B destinations, which depicts a tremendous potential for the industry.

"Our partnership with Carlson Rezidor Hotel Group has been a very fruitful one and we are looking forward to helping them accelerate their growth in their F&B segments this year. The Indian F&B market is changing every day, and the discerning Indian diner is spending more time and money dining out. Our

table reservation and restaurant marketing operations have seen tremendous growth. We will be leveraging our experience in the industry to help the Group's offerings realize their potential for visibility and growth," said Ankit Mehrotra, co-founder, Dineout.

Across the group's portfolio of hotels in India, guests will be able to experience award-winning cuisines such as Neung Roi, fine Thai dining at Radisson Blu Plaza New Delhi or The Great Kebab Factory available at many hotel locations, and enjoy ongoing promotions by booking instantly, 24/7 on Dineout's dynamic table reservation system.

In India, Carlson Rezidor Hotel Group has a portfolio of 140 hotels in operation and under development across 60 cities, including 16 state capitals.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 hotels in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

About Dineout

Dineout was founded in 2012 by school-friends turned entrepreneurs Mr. Ankit Mehrotra, Mr. Vivek Kapoor, Mr. Sahil Jain and Mr. Nikhil Bakshi. Dineout is India's premier table reservation platform operating in 8 cities, with listings of over 20,000 restaurants, and real-time reservation enabled at over 3,500 restaurants. Dineout has emerged as the preferred online table reservation app for diners in Delhi/NCR, Mumbai, Bengaluru, Pune, Chennai, Kolkata, Ahmedabad and Hyderabad. Dineout is part of Times Internet, which is a subsidiary of Bennett Coleman & Company Limited. For more information, visit www.dineout.co.in

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