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Award Winning Seafood, Now has Award Winning Views!

Ivar's Salmon House and Ivar's Mukilteo Landing named Top Scenic View Restaurants in America by OpenTable Diners

Seattle, Wash. — August 21, 2014 — Ivar's announced today that two of its restaurants, Ivar's Salmon House on north Lake Union and Ivar's Mukilteo Landing overlooking Possession Sound, were named winners of OpenTable Diners' Choice Awards for the Top 100 Scenic View Restaurants in America. The list of winners is derived from more than five million reviews submitted by OpenTable diners for more than 19,000 restaurants in all 50 states and the District of Columbia.

In shell-bration of the win, Ivar's is hosting a Facebook photo contest, now through Friday, Sept. 5, and calling for original submissions that best capture summer in Washington state. Ivar's fans and followers can vote on their favorite photos, with Ivar's picking a winner from the top 10 nominated entries. Whether it's from a one-of-a-kind vacation or a regular visit to a favorite Washington spot, the winning photographer will receive a \$100 gift card valid at any one of Ivar's scenic-view restaurants! All entrants must be 18+ and are allowed one submission; see full rules and details at www.facebook.com/lvarsRestaurants.

"There is no shortage of beautiful views in Washington, so we're proud that our loyal fans named two Ivar's locations among the seven most scenic restaurants in our state – not to mention the top 100 across the country," said Chris Gleason, the director of operations for Ivar's full-serve restaurants. "Our 'flounder', Ivar Haglund, was known as the King of the Waterfront as he opened the first Ivar's Fish Bar on Seattle's Elliott Bay in 1938, so water-view dining has always been a part of our culture!"

"We are thrilled to honor the 2014 Diners' Choice winners for Top 100 Scenic View Restaurants in America," said Caroline Potter, OpenTable Chief Dining Officer. "These restaurants represent the best in destination dining, highlighting the best vistas of the cities in which they are located."

Based on feedback collected from OpenTable diners between July 1, 2013, and June 30, 2014, the 100 award-winning restaurants received the highest scores. For more information about all of the restaurants on this list, please visit <http://www.opentable.com/m/best-scenic-view-restaurants-in-america>.

About Ivar's

Ivar's Seafood Restaurants began on Seattle's waterfront in 1938. Today, there are 23 Ivar's fast casual Seafood Bars and three full-service restaurants: Ivar's Acres of Clams, Ivar's Salmon House and Ivar's Mukilteo Landing. Ivar's Seafood, Soup and Sauce Company markets and sells its

award-winning soups, chowders and sauces both nationally and internationally. The company also operates regional stadium concessions including Safeco Field, CenturyLink Field, Alaska Airlines Arena, Husky Stadium and Cheney Stadium. Learn more at www.lvars.com.

About OpenTable

[OpenTable](#), part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 15 million diners per month via online bookings across more than 31,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated more than 620 million diners around the world. The Company is headquartered in San Francisco, California, and the OpenTable service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the UK.

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