

## PRESS RELEASE

Boulogne, France – November 7, 2012

### **Michelin launches MICHELIN Restaurants Germany on the Web and leading smartphones**

*Thanks to a multi-criteria search engine, the restaurant.michelin.de website and MICHELIN Restaurants mobile applications enable users to choose a restaurant regardless of their desire or budget and also to share their opinions. MICHELIN Restaurants also offers industry professionals a remarkable opportunity for increasing their restaurant's visibility and recognition via the Web and mobile devices.*

In line with its commitment to adapting to emerging consumer needs and usage while guaranteeing high-quality expertise, Michelin is pursuing its digital deployment strategy with the launch of the Michelin Restaurants offer in Germany.

MICHELIN Restaurants is now available as a website and as an application for Apple and Android smartphones. It will offer a broad selection of establishments in Germany – more than 5,000 at start-up – corresponding to every need, desire and occasion. It features a very complete search engine (address, type of cooking, budget, key words) as well as detailed datasheets for each restaurant, a magazine and a newsletter.

#### **Restaurants from the Michelin guide clearly identified with a pictogram: “Tested and recommended by the MICHELIN guide”**

The more than 2,000 restaurants recommended by the MICHELIN guide inspectors will be clearly identified. A special “inspector's message” section provides users with information gathered by real professionals.

The MICHELIN guide selection will still be prepared by professional inspectors, all of whom are Michelin employees and who dine anonymously and pay their own restaurant bills. The selection – made independently for the past 100 years – will continue to set the standard and provide the public with invaluable advice.

#### **User comments attentively managed**

Naturally, visitors to the site very much want to be able to read comments from other users who have tried the restaurant. To ensure quality feedback with well-supported arguments, Web and mobile phone users must sign up before they are authorized to leave a comment and have to specify the date on which they dined in the restaurant. Their opinions will then be screened before publication on the site, which will systematically exclude libelous or discriminatory remarks.

#### **A double “free vs. fee” offer for restaurant operators**

Those establishments featured for free on the MICHELIN Restaurants site will benefit from Michelin's extensive Web and mobile-device promotion capabilities. In addition, restaurant operators can subscribe to a visibility pack for €69 a month (excluding VAT). This service allows them to add content about their restaurants, such as a description, photo gallery, menu or message from the chef. The goal is to improve the restaurant's visibility and recognition, thereby attracting new customers.

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