



Media contacts

EatStreet: Jake Miller, jake@lsb.com, 608-268-5318

Pingup: Heather Sears, heather@pingup.com, 617-840-0968

Date: Sept. 27, 2016

EatStreet, Pingup partner to further simplify online food ordering

BOSTON, Massachusetts – Two significant players in the online ordering game have come together to make life a little easier for anyone searching for something to eat.

[EatStreet](#) and [Pingup](#) have partnered to allow customers to order with the click of a button after finding their restaurant of choice on Yahoo Search or YP.

"Since we founded EatStreet our goal has been to make the ordering process as simple and efficient as possible for every diner. Pingup is on a similar mission through its online publishing partnerships, making this a great match as we continue to grow," said Matt Howard, EatStreet CEO and co-founder.

EatStreet, launched in 2010, is the largest independent online and mobile food ordering service in the U.S., connecting 15,000 restaurants to diners in more than 250 cities through its app and website. Pingup, similarly, is the nation's largest transaction platform for local service businesses, seamlessly publishing scheduling inventory and ordering availability for 144,000 local merchants on top publishers with 250 million monthly searches.

Thanks to Pingup technology, diners can order food directly from local restaurants found through a web search on Yahoo, YP and other major publishers via a simple-to-use "Order" button – all without ever leaving the native, publisher-branded search experience.

"We are thrilled to announce our partnership with EatStreet," said Mark Slater, CEO of Pingup. "Consumers demand simple, immediate digital transactions - especially when they are hungry! Pingup connects EatStreet's local businesses with over 144 million consumers through our publishing network, including Yahoo and YP, and powers their instant, in-context food ordering. We look forward to working with EatStreet to help grow their food transactions via a frictionless consumer experience with our search engine and directory partners."

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About EatStreet

EatStreet is the largest independent online and mobile food ordering service in the U.S., offering 15,000 restaurants in more than 250 cities through its easy-to-use app and website. For hungry diners nationwide, EatStreet is the most convenient way to order delivery and takeout. With 24/7 customer support, the company ensures every order is fast, convenient and correct. Founded in 2010, EatStreet is headquartered in Madison, Wisconsin, which is home to its team of 100-plus staff. For more information, visit eatstreet.com/press.

About Pingup

Pingup is the nation's largest transaction platform for local services businesses, using proprietary technology to connect tens of thousands of local merchants with leading publishers such as Yahoo, YP, Citysearch and Superpages that have over 100 million monthly users and 250 million monthly local searches. Pingup aggregates 144,000 US businesses, more than triple OpenTable's quantity in the US and continues to add thousands of businesses each month. The company is headquartered in Boston's Innovation District and backed by Avalon Ventures. For more information on Pingup, visit us at <http://pingup.com>. Follow us on Twitter: @pingupapp.