



Dear Restaurateur,

Increasing your business – that’s what you want – and that’s what we’re doing.

As a valued member of the Los Angeles restaurant community, we’re offering you a free listing on dineLA.com, an exciting new, pro-active marketing initiative between LA INC. and American Express.

More than a Web site, dineLA.com is a multi-faceted high-visibility promotion using print, radio, on-line and other marketing media to drive business directly into your restaurant. Future endeavors include a city-wide restaurant week and large scale tasting event.

And the best part is – it costs you nothing to participate. When you sign up, we’ll give you free:

- A full web page devoted to your restaurant on the Web site www.dineLA.com including photos, chef bio, amenities and specialties
- A link from www.dinela.com directly to your restaurant Web site
- Online reservation capabilities
- A continuous flow of advertising and promotion
- Strategic positioning within a global marketing initiative

dineLA.com is set to launch in Summer 2007, so please take advantage of this exciting opportunity to increase your business as well as the level of recognition that Los Angeles receives as a world-renowned dining community. We look forward to you joining the hundreds of LA restaurants that are part of the new dineLA.com community.

PLEASE FAX THE ATTACHED SUBMISSION FORMS TO (888) 7-DINELA.

Photo and logo submission information is also attached. Should you have any questions please contact (877) dineLA-1 (346-3521).

Yours sincerely,

Carrie Kommers
Director, dineLA

LA INC. The Los Angeles Convention and Visitors Bureau
333 South Hope Street, 18th Floor, Los Angeles, CA 90071
Telephone 213.624.7300 Fax 213.624.9746





Thanks for joining dineLA.com, the new marketing vehicle that will showcase your restaurant to the world! We've provided three easy ways that you can send us the information (see the enclosed letter) for your restaurant's free dineLA.com listing and web page. Simply fill out this form (please print!), and mail or fax it back to us, or have it handy if you choose to call.

Contact Information

Restaurant ID#: _____

Restaurant Name: _____

Street Address: _____

City: _____

ZIP: _____

Phone: _____

Fax: _____

Email: _____

Web Address: _____

Neighborhood: _____

Cross Streets: _____

Hours of Operation:

General Hours: _____

Seasonal Hours: _____



Restaurant Amenities

Please review and check all that apply.

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Bar | <input type="checkbox"/> Cigar Dinners | <input type="checkbox"/> Internet Access | <input type="checkbox"/> Senior Menu |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Comedy Entertainment | <input type="checkbox"/> Light Menu | <input type="checkbox"/> Smoking |
| <input type="checkbox"/> Beer & Wine | <input type="checkbox"/> Cyber Café | <input type="checkbox"/> Lounge | <input type="checkbox"/> Sports Bar |
| <input type="checkbox"/> Brick Oven | <input type="checkbox"/> Delivery | <input type="checkbox"/> Microbrews | <input type="checkbox"/> Sushi Bar |
| <input type="checkbox"/> Buffet | <input type="checkbox"/> Dinner Theater | <input type="checkbox"/> Movies | <input type="checkbox"/> Tasting Menu |
| <input type="checkbox"/> Business Lunch | <input type="checkbox"/> Early Bird Special | <input type="checkbox"/> Open 24 Hours | <input type="checkbox"/> Theater District |
| <input type="checkbox"/> BYOB / BYOW | <input type="checkbox"/> Event Menu | <input type="checkbox"/> Outdoor Dining | <input type="checkbox"/> To Go / Pick-Up |
| <input type="checkbox"/> Café | <input type="checkbox"/> Family-Style | <input type="checkbox"/> Pre Theatre Menu | <input type="checkbox"/> Wheelchair Access |
| <input type="checkbox"/> Carry-Out | <input type="checkbox"/> Fireplace | <input type="checkbox"/> Private Dining Rooms | <input type="checkbox"/> Wine Tasting |
| <input type="checkbox"/> Cash Only | <input type="checkbox"/> Food Bar | <input type="checkbox"/> Prix-Fixe Menus | <input type="checkbox"/> Wine Cellar |
| <input type="checkbox"/> Celebrities | <input type="checkbox"/> Full Bar | <input type="checkbox"/> Pub | <input type="checkbox"/> Waiting Room |
| <input type="checkbox"/> Celebrity Owned | <input type="checkbox"/> Garden | <input type="checkbox"/> Raw Bar | |
| <input type="checkbox"/> Chef's Kitchen / Table | <input type="checkbox"/> Gift Shop | <input type="checkbox"/> Salad Bar | |
| <input type="checkbox"/> Cheap Eats | <input type="checkbox"/> Hotel Dining | <input type="checkbox"/> Senior Discount | |

Practical Information

Please choose all that apply.

Method of Payment:

- American Express
- Carte Blanche
- Cash
- Checks
- Debit Cards
- Diner's Club
- Discover
- En Route
- JCB
- Master Card
- Visa

Meals Served:

- Breakfast
- Lunch
- Dinner
- Brunch
- Hotel Brunch
- Happy Hour
- Late Meals

Customer Parking:

- Valet**
- Yes / No
- Self**
- Complimentary
 - Fee
 - Not Applicable

Reservations:

- Recommended
- Required
- Via Ameranth
- Via Open Table
- Weekend Only
- Weekday Only

Dress Code:

- Business Casual
- Closed Shoes
- Jacket and Tie
- Jacket No Tie
- No Jeans / Shorts / T-Shirt
- None

Cost of Entrée:

- Under \$20
- \$21 - \$35
- \$35 - \$50
- \$50 and up

Cuisine Types

Please choose up to three cuisine types served by your restaurant.

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> African | <input type="checkbox"/> Eclectic | <input type="checkbox"/> Italian Southern | <input type="checkbox"/> Russian |
| <input type="checkbox"/> American | <input type="checkbox"/> English/British | <input type="checkbox"/> Jamaican | <input type="checkbox"/> Sandwiches |
| <input type="checkbox"/> Armenian | <input type="checkbox"/> Ethiopian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Scandinavian |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Euro-Asian | <input type="checkbox"/> Jewish | <input type="checkbox"/> Seafood |
| <input type="checkbox"/> Asian Fusion | <input type="checkbox"/> European | <input type="checkbox"/> Kebab | <input type="checkbox"/> Soul |
| <input type="checkbox"/> Austrian | <input type="checkbox"/> Fast Food | <input type="checkbox"/> Korean | <input type="checkbox"/> South African |
| <input type="checkbox"/> Australian | <input type="checkbox"/> Filipino | <input type="checkbox"/> Kosher | <input type="checkbox"/> South American |
| <input type="checkbox"/> Bagels | <input type="checkbox"/> Fondue | <input type="checkbox"/> Latin American | <input type="checkbox"/> Southern |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> French | <input type="checkbox"/> Lebanese | <input type="checkbox"/> Southwestern |
| <input type="checkbox"/> Bar Food | <input type="checkbox"/> French Bistro | <input type="checkbox"/> Malaysian | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> Barbecue | <input type="checkbox"/> French Nouveau | <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Steak House |
| <input type="checkbox"/> Belgian | <input type="checkbox"/> Fusion | <input type="checkbox"/> Mexican | <input type="checkbox"/> Steaks |
| <input type="checkbox"/> Brazilian | <input type="checkbox"/> German | <input type="checkbox"/> Middle Eastern | <input type="checkbox"/> Sushi |
| <input type="checkbox"/> Burgers | <input type="checkbox"/> Greek | <input type="checkbox"/> Moroccan | <input type="checkbox"/> Swiss |
| <input type="checkbox"/> Burmese Cajun | <input type="checkbox"/> Hamburgers | <input type="checkbox"/> Nouveau American | <input type="checkbox"/> Szechwan |
| <input type="checkbox"/> Californian | <input type="checkbox"/> Hawaiian | <input type="checkbox"/> Organic | <input type="checkbox"/> Tapas |
| <input type="checkbox"/> Cantonese | <input type="checkbox"/> Healthy | <input type="checkbox"/> Pan Asian | <input type="checkbox"/> Tex-Mex |
| <input type="checkbox"/> Caribbean | <input type="checkbox"/> Hot Dogs | <input type="checkbox"/> Pastries | <input type="checkbox"/> Thai |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Peruvian | <input type="checkbox"/> Turkish |
| <input type="checkbox"/> Continental | <input type="checkbox"/> Indian | <input type="checkbox"/> Pizza | <input type="checkbox"/> Tuscan |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Indonesian | <input type="checkbox"/> Polish | <input type="checkbox"/> Ukrainian |
| <input type="checkbox"/> Creole | <input type="checkbox"/> International | <input type="checkbox"/> Polynesian | <input type="checkbox"/> Vegan |
| <input type="checkbox"/> Cuban | <input type="checkbox"/> Irish | <input type="checkbox"/> Portuguese | <input type="checkbox"/> Vegetarian |
| <input type="checkbox"/> Deli | <input type="checkbox"/> Italian | <input type="checkbox"/> Ribs | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Diner | <input type="checkbox"/> Italian Northern | <input type="checkbox"/> Romanian | |

Atmosphere

Please review and check all that apply.

- | | | | |
|--|---------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Bar Scene | <input type="checkbox"/> Festive | <input type="checkbox"/> Live Entertainment | <input type="checkbox"/> Quiet |
| <input type="checkbox"/> Casual | <input type="checkbox"/> For Groups | <input type="checkbox"/> Mountain View | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Coffee Shop | <input type="checkbox"/> Formal | <input type="checkbox"/> Music | <input type="checkbox"/> Single |
| <input type="checkbox"/> Country Style | <input type="checkbox"/> Gay Friendly | <input type="checkbox"/> Ocean View | <input type="checkbox"/> Skyline View |
| <input type="checkbox"/> Dim Lights | <input type="checkbox"/> Great Views | <input type="checkbox"/> Party | <input type="checkbox"/> Valley View |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Kid Friendly | <input type="checkbox"/> People Watching | |
| <input type="checkbox"/> Family | <input type="checkbox"/> Late Nights | <input type="checkbox"/> Pet Friendly | |



Chef Information *(Optional)*

Tell us about your chef!

Submitting Images & Logos

Mail a CD or (insert others) containing electronic images & logo to:

LA INC., Attn: Tamy Ly
333 South Hope Street, 18th Floor
Los Angeles, CA 90071

Or, email your images and logo to info@dineLA.com with your reference number and business name in the subject line.

Images must be high resolution jpegs (150-300 DPI)

Logos must be a vector-based image (.svg or .eps) or a high resolution .jpg (150-300 DPI). Native .ps and .ai files are acceptable.

Reference your Restaurant ID# (on top of your information form) and business name on the front of the disc.

THANKS FOR YOUR PARTICIPATION

