

PRESS RELEASE

Caterease Sales Grow by 50% in 2003

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Naples, Florida –
The numbers are in.

Caterease Software, the event management software industry leader, had a remarkable 2003. According to company records, annual sales increased by an incredible 50% over the previous year. And with a powerful new upgrade almost ready for release, 2004 promises to be just as prosperous.

“Business has been outstanding,” says Tom Jewell, Caterease Director of Sales. “We’re a company that routinely adds hundreds of new users every year, but to see a 50% jump in growth in one year is just amazing.”

Particularly impressive, notes Jewell, is the fact that this growth comes at a time when the software company has cut down on its tradeshow exposure.

“In years past, we’ve exhibited at eight to twelve tradeshows a year. In 2003, we attended only five,” Jewell says. “However, with our program being so popular, more and more of our sales are generated by simple word-of-mouth advertising. It’s like the old shampoo commercial – a new user loves Caterease, then he tells two friends, and they tell two friends, and so on, and so on ...”

What those friends talk about, according to Jewell, could be any number of the program’s unique advantages. “First and foremost,” he says, “I think people recognize our commitment to customer service. We’re an incredibly responsive company. After all, Caterease was designed originally by end users, and we continue that tradition today with every upgrade we produce.

“Secondly,” he continues, “we have a wide reputation for being the most user-friendly program available. Our demo speaks for itself. Caterease is so intuitive that new users feel comfortable exploring the program and booking new business right away, rather than being intimidated by confusing and inflexible displays.”

In addition, Jewell notes, increased business and sales becomes its own self-fulfilling cycle. “It’s not a simple matter of people thinking ‘all those other Caterease users can’t be wrong,’” he explains. “It’s more that people feel comfortable doing business with a company that has a proven track record – one that has a solid history and bright future. Caterease has that and more.”

At Caterease, the philosophy is really as simple as that. Provide a superior product and superior service at a competitive price, and customers will come. And, as is evident from last year's incredible numbers, they'll bring their friends.

For more information, or for a free demo package, contact Caterease Sales at 800-863-1616 or visit www.caterease.com.

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

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