

PRESS RELEASE

Another Vegas Payoff for Caterease

For Immediate Release
Friday, January 30, 2004

Naples, Florida –
Same thing, different year.

Once again, Caterease Catering and Event Management Software seemed to dominate the show floor at the Catersource convention in Las Vegas earlier this month. In a scene reminiscent of last year's show, the Caterease booth was packed with people from the starting bell to long after other vendors had torn down their booths and gone home.

"I'm running out of ways to describe this show," says Chris Kopriva, Caterease Director of Training. "It's just incredible to see the response our program keeps getting. People are amazed when they see what we have to offer."

And new customers aren't the only ones who like to visit. "What I find incredibly rewarding," notes Tom Jewell, Caterease Director of Sales, "is the number of current customers who stop by to say thank you. There were several occasions during the show when I just sat back and listened as one of our current customers sold our program to someone new. Now, that speaks volumes."

In anticipation of the high exposure the show always offers the company, Caterease chose Catersource as the venue to introduce its newest upgrade, Caterease 2004, due to be released late next month. With its slick, advanced new features and its trademark ease of use, the new product dwarfed its tradeshow competition, according to Kopriva.

"We are not a company that rests on our laurels," Kopriva observes. "It doesn't take a prospective customer long to figure out how progressive we are, and that goes a long way toward convincing them to invest in our product. People want to know their software providers will not only be around for a long time, but that their software products will remain on the cutting edge. Our aggressive approach to product maintenance – which includes the option for completely free software upgrades – is just one of the reasons people turn to Caterease."

And Catersource is definitely one of the places. Last year, Caterease caused a buzz by being the last vendor on the show floor demonstrating for customers long after the lights had dimmed and the other booths had been struck. This year, it was déjà vu all over again.

“That’s the part that I love the most,” says Kopriva. “To look around and see everyone else gone, and we still have people wanting information and buying programs – it’s hard to ignore the message that sends.”

The message, it seems, is that in a town where nearly everything is a gamble, Caterease stands apart as the only sure thing.

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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