

## **PRESS RELEASE**

# New Caterease Upgrade Uses All the Right Ingredients

For Immediate Release  
Tuesday, May 11, 2004

### **Naples, Florida –**

While Caterease Catering and Event Management software has dominated the industry by redefining the concept of user-friendly software, developers of the program are quick to point out the many advanced tools used to create their latest revolutionary upgrade, Caterease 2004.

“Caterease has a reputation for making even the most complex tasks incredibly easy,” says Chris Kopriva, Director of Training for the software company. “However, technologically-minded individuals should be aware that the building blocks of our program are substantial and sophisticated.”

Programmers at the company use the most current versions of the most progressive programming language available (Borland Delphi Professional) and the most popular and sophisticated report writer (Crystal Reports). In addition, Kopriva says, they have developed the most refined layout of data using the most popular data structure available.

“While other data structures such as FoxPro are more limited in their scope, and SQL servers are far too involved and expensive for many of our target users, the Borland Database Engine allows us maximum flexibility,” explains assistant programmer Ron Boylan. “In addition, our programmers are Dbase experts, and have developed advanced programming techniques that let us maximize and in many cases surpass the inherent abilities of the database engine.”

What all that means, according to Kopriva, is that the Caterease development team knows exactly what it’s doing. “You don’t have to be a techie-type to see the sophistication of our program,” he points out. “Even the basic look of the program is sophisticated. We deliberately conform to every Windows standard, sharing design features with the most common, popular programs. If you can copy and paste in Microsoft Word, you can do it in Caterease. If you use the sidebar features in Microsoft Outlook, you’ll be completely comfortable in our program. There is no need to learn a whole new environment just to operate Caterease.

“But some of our most sophisticated features lead to the trademark user-friendliness that makes our program so unique,” Kopriva continues. “For example, most of our users would have no idea what the term ‘Multiple Document Interface’ means. But they take advantage of it every day. They enjoy being able to jump from one area of the program to another instantly – reviewing an event in Event Manager while simultaneously editing a menu in Menu Manager, and opening up a merge letter at the same time to do a quick

modification. Caterease makes it seem so easy that many users don't realize how sophisticated this kind of program behavior is. But they do know that no other application in the foodservice industry offers it."

Likewise, Kopriva adds, no other foodservice application offers the revolutionary ability to completely redesign its screen displays. With Caterease, users can add and remove fields, columns and entire screen areas – and then save their new layouts as the new default look for their "custom" Caterease program.

"Every area of the program is fully customizable," says Kopriva. "Rather than having to redesign their businesses to fit into a particular software program, our users can redesign our program – literally – to fit the way that they do business."

According to Tom Jewell, Caterease Director of Sales, this combination of creative, cutting-edge programming and state-of-the-art development tools has made Caterease the leader of the event management software industry.

"Novice computer users are amazed at how easy our program is to operate," Jewell comments, "while more experienced people are blown away by the significant features."

Whatever their levels, according to Jewell, customers immediately recognize what he calls "the Caterease difference."

"As they compare our product to others in the industry, they immediately notice that the contrast is stark," he says. "Our current marketing slogan really says it all: 'Nothing Else Even Comes Close.'"

### **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](http://www.caterease.com) or call 800.863.1616 for more information.

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