

PRESS RELEASE

Caterease Dominates at NRA

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Naples, Florida –

For the folks at Caterease Software, Chicago has always been their kind of town.

The industry-leading catering and event management software always tends to dominate at the foodservice industry's largest tradeshow – the National Restaurant Association Show – held at McCormick Place in the Windy City. This year was no different.

While Caterease staffers felt that traffic to the show as a whole was up from the past two years, they had no doubt that the number of people visiting the Caterease booth was substantial.

“We ran out of demo brochures at the end of the second day,” says Laura Shea, Caterease Assistant and frequent tradeshow representative. “We packed hundreds of brochures, as we always do – and they went like hotcakes. We had to have more shipped to us for the last day of the show.”

“We sold numerous programs at the show, which is common for us,” added George Kopriva, Caterease Director of Operations. “But what was most impressive was the volume of very interested leads we came away with. This show has always been great for us, but this year was really incredible.”

The remarkable turnout to the Caterease booth might be due in part to their recent introduction of a revolutionary new version of their program – Caterease 2004. This state-of-the-art release boasts many powerful advanced features, all developed with the program's trademark user-friendly design.

“We definitely have a product that shows very well,” notes Kopriva. “When people see the amount of information they can get from this program with just a couple of mouse clicks – when they realize that we aren't showing them anything they couldn't easily do themselves in Caterease – they are truly blown away. This program completely speaks for itself.”

And crowds of people are listening. The throngs at the NRA tradeshow helped push the software company to one of its best Mays ever, and offered a bright picture of the near future.

“The big story from this tradeshow has yet to be written,” says Tom Jewell, Caterease Director of Sales. “Sure, we got some great sales at the show. But in the next few

months, those people who came to our booth and took a demo package will be making their software decision. We are confident that, for most of them, Caterease will emerge as the clear choice.”

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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