

## **PRESS RELEASE**

# **October Sales a New Record for Caterease Software**

For Immediate Release  
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### **Naples, Florida –**

Caterease, the leading catering and event management software, posted more sales in October than in any other month in the company's history, company representatives reported this week.

"It's been an incredible year," says Tom Jewell, Caterease Director of Sales, "and this was such a great way to come out of the gate in the fourth quarter. We are well positioned to have our most successful quarter ever."

Caterease Software is a state-of-the-art catering and event management program, offering event planners tools to streamline their busy workdays and cut down on many mundane, repetitive tasks. Renowned in the industry for its intuitive and user-friendly design, Caterease also offers a variety of powerful, cutting-edge features.

"Without a doubt our most appealing feature is our user-friendliness," Jewell says, "but people are always blown away by the incredible, time-saving tools the program offers."

Jewell attributes his company's record sales to a very satisfied customer base and word-of-mouth advertising.

"Very often we get calls from people who say a friend or colleague uses Caterease and highly recommends it," Jewell explains. "It's a tribute not only to our program design, but also to the incredible work of our service department."

In addition to referrals, Caterease receives a lot of new business from its direct marketing campaigns and impressive online presence.

"We really get three types of new users," Jewell points out. "There are those who use a variety of different programs – a word processing program, a spreadsheet program, a contact management program – and are looking to combine it all into one package. There are those who do not use any software and are amazed to see the difference a product like Caterease can make. And there are those who use a competing program, and are looking for something a little more powerful or easier to use."

For the folks at Caterease, the important thing is providing the customer with the perfect solution for his or her situation.

“The positive comments we get when customers see the program are amazing,” says Jewell. “It’s great to know that we are providing a service that is really making a difference in peoples’ working lives.”

For more information about Caterease Software, or for a free promotional package, visit [www.caterease.com](http://www.caterease.com) or call Caterease Sales at 800.863.1616.

### **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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