

SPOTLIGHT

Spotlight: Americrown Services Corporation

For Immediate Release
Monday, November 29, 2004

Naples, Florida –

Busy event management professionals might often complain that their workdays are as hectic as “a day at the races.” For the folks at Americrown Service Corporation, the comparison is a literal one.

Americrown, founded in 1989, provides food and merchandising for International Speedway Corporation – a motorsports entertainment company. Offering quality and friendly service to hundreds of thousands of racing fans and sponsors, Americrown operates at twelve facilities nationwide, including the famed Daytona International Speedway. Their exceptional team blends experience from all areas of the food service and merchandising industries, and has the capabilities to accommodate a customer’s every need. They boast a fleet of mobile kitchens, concession trailers, cook ovens and other vehicles, and can supplement existing hospitality facilities or even create individual, stand-alone venues.

Recently, Americrown added another important tool to its services from coast to coast. The recognized leader in sports and entertainment services installed the industry-leading Caterease Catering and Event Management software for use in all of its motorsports venues.

“Americrown has a very unique operation,” says Jacob Ackerman, Caterease Technical Support Manager. “They wanted to have separate databases for each of their locations nationwide, but wanted them all to be housed on one single server.”

Ackerman’s solution was Windows Terminal Server. “All of their Caterease applications were installed on one corporate server,” he explains, “and each individual location logs in remotely using Terminal Server. This way, users can quickly access information for their specific location, and data can be easily protected and backed up.”

Americrown’s demanding workload required a lot from a catering software solution, and Caterease more than fit the bill, according to Caterease Director of Sales Tom Jewell.

“Caterease is one of those rare programs that appeal to small and large operations alike,” Jewell observes. “Our user-friendly design makes Caterease a pleasure to learn and use, and the many powerful features make it easy to organize an ultra-busy workday.”

Americrown is unique as well, Jewell points out. “Their parties can range from small, intimate gatherings of ten or so to huge events with hundreds of thousands of guests,” he says. “Caterease is equally well-suited for both situations.”

Americrown and Caterease both are adept at handling all of their customers’ needs, large and small. They each set new standards for excellence in their industries, offering a superior product, excellent service and a knowledgeable support staff. When it comes to customer satisfaction, Americrown and Caterease both are leading the race.

For more information about Americrown Service Corporation, visit www.americrown.com. For information on Caterease visit www.caterease.com or call 800.863.1616 for a free promotional package.

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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