

PRESS RELEASE

Caterease Website Gets Fresh New Look

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Naples, Florida –

Caterease Catering and Event Management Software recently unveiled a slick new presence on the worldwide web. The company's site – www.caterease.com – has long stood out in the industry for its detailed content and easy navigation, and this new design takes that clean, attractive look to a whole new level.

“Customers have always complimented us on our website”, says Tom Jewell, Director of Sales at Caterease. “They are amazed at the amount of information we offer. While other sites seem to hide their product, we put Caterease front and center with screenshots, tours – even two- or three-minute video tips from the program.”

The new site, according to Jewell, makes the web experience an even better one for new and existing Caterease customers.

“This new site is just gorgeous,” Jewell says. “Right away, new customers recognize they're looking at a sophisticated product. The new navigation options allow visitors to quickly find whatever information they need, and within minutes they have answers to questions they might not have even thought to ask!”

“In addition to being cleaner, the site is more sophisticated than it was,” notes Amy Hatfield, the Caterease Web Designer who spear-headed the project. “We're taking advantage of some sophisticated new technology to make the experience easier not only for our new customers, but also for existing customers in need of support.”

Those improvements, according to Hatfield, include the ability of current users to automatically update existing programs whenever a Caterease upgrade is released.

“We're a very progressive company, and we upgrade the program aggressively to keep up with technological trends and with the needs of the industry,” Hatfield explains. “The new website design makes this process automatic and completely painless for our users.”

While satisfying existing customers has long been a hallmark of Caterease operations, websites are often viewed as a company's primary “storefront” to attract new sales. To that end, Jewell says the new Caterease website is exceeding all expectations.

“Our sales staff is ecstatic with the response from the new site,” Jewell says. “Customers have access to so much information in such an easy, attractive format that a great number

of them are selling themselves on the program without even calling us. Often the first contact we have from a client is ‘your program is exactly what we need, I want to buy.’”

For more information or to download a free Caterease demo, visit www.caterease.com.

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.

Contact:

Tom Jewell, Sales Manager

Caterease Software

800.863.1616

tom@caterease.com