

## PRESS RELEASE

# Caterease Dominates at National Restaurant Show

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### **Naples, Florida –**

Caterease Catering and Event Management Software wowed the attendees of the National Restaurant Association tradeshow in Chicago last week, showcasing its revolutionary new upgrade released earlier this year.

“The show was quite a success,” boasts George Kopriva, Director of Operations at Caterease. “Our booth was flooded with visitors everyday. It seemed that as the show went on, more and more people wanted to come see the program.”

It didn't hurt that the cutting-edge program was the subject of at least one seminar held during the tradeshow week. “A few people told us that they had heard our name in a lecture,” says Laura Shea, a Caterease booth representative. “They said the speaker was discussing technology, and mentioned that our program stood out as a leader in the event management software industry.”

Of course, there were other factors that drew the throngs of people to the Caterease booth at McCormick Place. A chance to see Caterease 8.0, the program's incredible new upgrade, in action, as well as considerable discounts for purchase on the tradeshow floor, proved an enticing combination for many attendees.

“Not only did we hand out a record number of demo packages,” says Kopriva, “but we also made a number of sales right there on the tradeshow floor. The NRA show is a great opportunity for attendees to shop around, see products in action and decide which one works best for them.”

So does the sense of competition intimidate the Caterease folks? “Not in the least,” Kopriva says. “When people visit our booth at the show, we eagerly send them to check out the other products to compare.” Smiling, he adds, “Of course, I'm not sure our competitors do the same thing in return.”

For more information, or for a free promotional package including demo disk, call Caterease Sales at 800-863-1616 or visit [www.caterease.com](http://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](http://www.caterease.com) or call 800.863.1616 for more information.

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