

PRESS RELEASE

Caterease Releases “Fun, Powerful” v. 8.2

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Naples, Florida –

Caterease Catering and Event Management Software announces the release of its latest revolutionary software upgrade – Caterease v 8.2. With several new, cutting-edge features and enhancements, Caterease once again has the event management industry buzzing.

“Caterease has always been fun and powerful,” says Chris Kopriva, Caterease Director of Training. “But this upgrade takes it to a whole new level.”

One of the powerful new features generating such excitement is the new batch emailing tool in Caterease. In seconds, users can send unique, customized emails to any number of clients, complete with limitless file attachments. And that’s just the beginning, according to Kopriva.

“Imagine this,” Kopriva says. “You click a single button to see all events coming up in your facility for the next week, two weeks, three weeks, etc., and you want to send them all an email about their respective parties. This is doable, and might even be possible in another software application. But nobody offers the kind of power Caterease does.

“With a single mouse click,” he continues, “you can pull in a custom merge letter as the body of your email – something that says, ‘Dear *So-and-So*, you have *a certain party on a certain date at a certain time.*’ When you send the emails, Caterease automatically merges in the appropriate information from each individual event! Throw in the ability to attach any number of files of any kind of type (including custom Caterease prints), and this becomes a perfect example of how Caterease does not just make a feature that works – but rather one that works better than you ever imagined!”

Of course, there are other tools that add flash to this particular Caterease upgrade, according to Tom Jewell, Caterease Director of Sales. “One of the most popular new features is the new MapQuest interface, which comes free of charge with the upgrade,” Jewell says. “Users who manage off-premise parties can click a single button within Caterease, and instantly get directions from MapQuest telling them how to get to the site location for the event. They can even pick and choose between multiple locations for an event, or even select the address of the client hosting the party. It’s fun, easy, and incredibly helpful.”

In addition to powerful, flashy new tools, Caterease has added a new report to the program that would even make late night talk show host David Letterman proud. “It’s

called the ‘Top Sales’ report, but it can easily be used as a caterer’s own ‘Top Ten List’”, Kopriva says, referring to Letterman’s famous late-night shtick. “Users can instantly get a list of which clients have brought them the most business for any date range – based on number of events and also based on revenue generated. List your top ten clients, your top five, your top twelve – whatever you want to see.”

While Caterease loves to add a little fun to the busy world of event management, is it serious about providing the best software solution possible. In both areas, the new Caterease v 8.2 is a huge success. It offers tools and reports that exceed all expectations, and still manages to put the “fun” in “function.”

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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