PRESS RELEASE

Caterease Posts Record November Sales

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Naples, Florida –
Caterease Catering and Event Management Software, the longtime industry leader, enjoyed its best November on record this past month. With the incredible popularity of its Version 8 release, this year promises to be one of the most successful in the company's impressive history.

"This program is on fire," says Tom Jewell, Caterease Director of Sales. "Our sales team is getting such a tremendous response from everyone they talk to. Customers can't believe how well Caterease reflects the needs of their businesses, and they can't imagine how they've been doing work without it."

Of course, none of this is by accident, according to George Kopriva, Caterease Director of Operations. "This program has always been designed with the end user specifically in mind," he explains. "Take our upgrade policy as an example. Users suggest new ways that Caterease can improve their workdays, and we add those features to the program. They benefit because, with upgrades that are completely free, they get a program that directly reflects their needs. We benefit because their suggestions make our program more marketable."

After almost two decades of this progressive approach, Caterease boasts thousands of loyal users and the most feature-rich application available for the event management industry. That combined with a remarkably user-friendly design more than accounts for the program's record-setting sales.

"Obviously customers love the fact that Caterease offers them all the tools they need, but what they really appreciate is the fact that those tools are so easy to use," notes Jewell. "Everything about this program is intuitive, and while training is certainly available in many different formats, it is by no means necessary. Most of our customers are booking events the day they install the program."

As sales continue to rise and the application continues to grow in both power and popularity, Jewell sees nothing but great things on the horizon for Caterease. "Business is booming," he says. "Even though the product is the best out there, it continues to improve. Our customers have come to expect great things from us, and great things are just what we'll continue to give them!"

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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