

PRESS RELEASE

Caterease Dominates at Vegas Tradeshow

For Immediate Release
Tuesday, February 7, 2006

Naples, Florida –

Caterease Catering and Event Management Software was once again the big winner at this year's Catersource Convention in Las Vegas. Over the show's brief two days, the Caterease booth saw a flood of interested customers, many of whom remained long after the convention had ended.

"It's impossible to come to this show and not recognize the incredible popularity Caterease has in this industry," says Christian Vivet, one of the company's certified trainers. "Even current users were coming by to rave about the program. Some just poked their heads in to recommend it to other visitors at the booth, saying how happy they are to own Caterease."

Not only did Caterease introduce its impressive new upgrade at this show – version 8.5 – but it also unveiled its stunning new booth. Pedestals with hanging flat screen monitors were complimented by an eye-catching serpentine backdrop, while a large section of the booth was dedicated to a wide-screen, classroom-style presentation.

"Even competitors stopped by to compliment us on our new booth design," says Tom Jewell, Caterease Director of Sales. "It definitely makes you stop and take notice."

Certainly many people took notice at the Catersource show. Visitors to the Caterease booth were wowed not only by the striking display, but also by the remarkable features of this powerful, state-of-the-art program.

"There were definitely some jaw-dropping moments," boasts Jewell. "Features like single-click batch emailing of contracts, dragging and dropping events from one room or date or time to another, the fun and easy interface with MapQuest for obtaining directions. People were truly amazed at the things this program can do with just the click of a button."

However, according to Jewell, it was the basic user-friendliness of the program that moved so many attendees to purchase right there at the show. "There's no doubt we have a mature program that offers more robust features than anything else on the market," he says, "but at the end of the day, we just do event management better. You can book an event in a snap, add menus and customize them easily, and create your own custom prints. Every tool a busy event planner needs is not only available, but it's also incredibly easy to use."

That user-friendly design and feature-rich environment combine to make Caterease the perfect solution for today's busy event management professionals. One glance at the continuous crowd at the company's tradeshow booth leaves no doubt that those professionals have gotten the message.

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