

PRESS RELEASE

Caterease Steals the Show at NRA

For Immediate Release
Friday, May 26, 2006

Naples, Florida –

The National Restaurant Association Show in Chicago, IL is perhaps this industry's largest tradeshow of the year, and the booth for Caterease Catering and Event Management Software is certainly one of the show's hottest attractions.

“Well, we don't give out free food,” jokes Chris Kopriva, Caterease Director of Training. “And I have to admit, the Budweiser booth does have its own certain appeal. Still, our booth is usually wall to wall with people, and the response we get and the leads we generate are amazing.”

This year was certainly no exception. Fresh on the heels of their stunning performance in Las Vegas – where the impressive new program upgrade, Version 8.5, was matched only by the striking new booth design – the Caterease crew came to the Windy City prepared to blow people away. And that's exactly what they did.

“Immediately from the morning of Day One, the crowds just kept coming,” says Christian Vivet, Caterease Consultant. “The traffic was even better than last year, which is really saying something.”

The average visitor to the Caterease booth was drawn by word-of-mouth, according to Kopriva. “Most of the people I spoke with said they just had to see this amazing program they keep hearing about. Some had friends who insisted they come check us out. They were all totally amazed by what they saw.”

Many people were so impressed that they decided to purchase the program right there at the show. “I laugh when vendors tell me that tradeshow are for generating leads, and not for selling,” says Kopriva. “That's never been the case for us. We show our customers all the incredible things Caterease can do for them, then we show them where they can find the booths of our competitors. After doing all their homework to compare the different programs, they invariably come back and purchase from us.”

As the company's customer base continues to grow, Kopriva sees nothing but great things ahead for Caterease. “We'll continue to upgrade the product,” he says, “so that it reflects the growing needs of the industry. And we'll continue to provide our users with the kind of outstanding service they've come to expect. You don't lead the industry as long as we have by resting on your laurels. We owe it to our customers to be the best that we can be.”

Apparently, those customers are getting 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