

PRESS RELEASE

Caterease Dominates Again at Catersource Tradeshow

For Immediate Release
Monday, February 5, 2007

Naples, Florida –

It's the closest you'll ever get to a 'sure thing' in Vegas: Caterease Catering and Event Management Software is guaranteed to dominate at the annual Catersource Tradeshow in Sin City. This year was no exception.

Using the occasion to launch its revolutionary new upgrade, Caterease v 9, the industry-leading software company attracted huge crowds in its exhibit booth for the entire duration of the show. With very little down time during the two-day convention, weary Caterease representatives were all smiles as the show drew to a close.

"Every year is better than the last," says Chris Kopriva, Caterease Director of Training. "With existing customers visiting the booth to see the latest upgrade, and new customers flocking here to purchase the program, we have arranged our exhibit to effectively cater to both sets of needs."

A special "Current Users' Corner" at the Caterease booth makes it easy for current customers to get a first-hand look at exciting new changes to the program. "Our customers are used to us using this show as a forum to introduce our latest release," Kopriva notes. "This year the response was exceptional. Version 9 is perhaps our most revolutionary upgrade to date, boasting hundreds of amazing new features."

These features, Kopriva points out, are requested by the company's impressive list of end users. "We offer free upgrades of our program, and we develop features based specifically on user requests. When you combine that with a customer base of over ten thousand people, it adds up to a remarkable program that directly reflects the specific needs of the industry."

Of course, the Catersource Tradeshow is not merely a forum for current Caterease users, but also a place where new customers come to review the program they've heard so much about. Many, after evaluating the package, take advantage of special tradeshow prices and purchase right there on the floor.

"This show set another sales record for us," Kopriva says. "Our new booth arrangement gives every visitor ample access to the program, with multiple stations and representatives giving detailed tours and answering questions. We firmly believe that an informed buyer is our best customer. Once they see what Caterease has to offer, it's an easy choice."

This same philosophy drives the development of the impressive Caterease website, www.caterease.com. On it, hundreds of videos highlight the remarkable features of this robust software package.

“It amazes me that some software websites don’t actually show you details about how the program in question works. We want our visitors to see how user-friendly Caterease is, how well thought-out and comprehensive. One visit to our website and anyone can tell why Caterease leads the industry.”

Of course, if that doesn’t do the trick, one visit to a Caterease booth at any industry tradeshow definitely will.

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:

Paul Skiera, Sales Manager

Caterease Software

800.863.1616

sales@caterease.com