

## **PRESS RELEASE**

# **Caterease Adds Staff After Another Record Quarter**

For Immediate Release  
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### **Naples, Florida –**

Caterease Software, the leader in the catering and event management software industry, recently expanded its sales and marketing force after enjoying yet another record quarter in sales.

Carolyn Bistodeau joins the Caterease sales team, handling clients in several international locales – including the Virgin Islands, Bermuda, Jamaica, Aruba, South America and Mexico. Carolyn brings with her many years of sales experience, and is delighted to be representing a product in such demand.

“Caterease really sells itself,” the former Minnesota native says. “Not only does the product benefit from tremendous word of mouth, but potential customers can find a wealth of information on our website. It’s rare that I deal with a client who has never heard of us.”

Susan Koschalk, the new Caterease Director of Marketing, is equally impressed with the product’s position in the industry. “Caterease already has great brand recognition,” she explains. “It’s nice that I don’t need to reinvent the wheel. I can take an existing campaign and add my own special touches.”

Born and raised in Gloucester, VA, Koschalk moved to Southwest Florida five years ago and received her degree in Graphic Design from the Art Institute. After immersing herself in the current marketing strategies at Caterease, she has begun developing a wide-ranging marketing plan for the company’s training department, publicizing its many live and web-based classes.

“As important as it is to reach out to potential customers,” Koschalk points out, “it’s also imperative that existing customers are not forgotten. No company I’ve worked for has recognized that more than Caterease.”

Bistodeau agrees. “Customers want to know that they won’t be forgotten as soon as their check clears – and that can be particularly important for those clients in other countries. Caterease has a wealth of history and a multitude of satisfied customers I can draw from to demonstrate our commitment.”

That commitment, Koschalk adds, makes both ladies’ jobs easier. “After all,” she says, “customers are always a company’s best advertisement.”

For more information on Caterease Software, or to download a demo, visit [www.caterease.com](http://www.caterease.com) or call Caterease Sales at 800.863.1616.

### **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](http://www.caterease.com) or call 800.863.1616 for more information.

Contact:

Paul Skiera, Sales Manager

Caterease Software

800.863.1616

[sales@caterease.com](mailto:sales@caterease.com)