

PRESS RELEASE

Caterease Gives Vegas Something to Talk About

For Immediate Release

Friday, March 12, 2010

Naples, Florida –

According to the popular saying, what happens in Vegas stays in Vegas. But visitors to the wildly popular Caterease Software booth at this year's Catersource Las Vegas Convention certainly came away with plenty to talk about.

Always a dominant attraction at the Catersource show, Caterease outdid itself this year. In addition to the typical popularity of this state-of-the-art event management software, Caterease upped the ante with several key announcements and incentives for Catersource 2010.

To begin with, Caterease continued its longstanding tradition of using the Catersource show to launch the latest release of its software. Caterease v 10.5, however, is far more than just a traditional update. Packed with powerful new features such as all-new custom print tools, enhanced menu management and slick new event functionality, this revolutionary new version is a worthy advancement for the industry leading program.

In addition, visitors to the Caterease booth were enthralled with demonstrations of the sleek new Caterease Web Ordering Module. This remarkable product offers caterers and event management professionals the ultimate in freedom – by allowing their customers to book events on their own via the internet. Those “web orders” are then automatically processed into Caterease, where they can be reviewed and ultimately accepted or rejected. Caterers even have the option to send a batch email to all customers informing them of the statuses of their orders!

Finally, there were the alluring giveaways Caterease was handing out to folks who stopped by. Rather than candy or a cheap pen, visitors to the booth were awarded with a slick mini optical mouse, with two attractive logos on it to announce a new exclusive partnership between Caterease and Intuit Software (makers of QuickBooks). And folks who purchased Caterease at the show (and there were many of them!) were automatically registered in a raffle to win a brand new Amazon Kindle 2!

While Caterease continues to reinforce its standing as the most popular and most powerful catering and event management software in the industry, its showing at the Catersource tradeshow gets more and more impressive with each passing year. It will be exciting to see what this progressive software company has in store for Catersource 2011!

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:

Caterease Software

800.863.1616

sales@caterease.com