

PRESS RELEASE

Caterease Posts Another Record Year in Sales

For Immediate Release

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Naples, Florida –

Any time a company posts record sales and profits year after year, it is something impressive. When you combine it with the ongoing lull in the national economy, however, it becomes nothing short of amazing.

Caterease Software, leader of the catering and event management software industry, finished calendar year 2011 with another record increase in sales – continuing a trend that began with the company's inception over twenty years ago.

“We continue to be so proud of this company and this incredible software program,” says Chris Kopriva, Caterease Director of Sales. “We are delighted that our customers are not only thrilled with Caterease, but that they take the time to tell their colleagues and friends about it, and help make Caterease ‘the name you know’ in the industry.”

However, despite the fact that every new year seems to bring new successes to this company, the folks at Caterease take absolutely nothing for granted. “We have never been a company that rests on its laurels,” Kopriva says. “There is not another company in this industry that updates its program as aggressively as we do. We have a dedicated team of developers who spend their time exploring new technologies, and responding directly to the requests of our more than 30,000 users worldwide. That's another key reason why Caterease continues to be the most popular catering software available.

“Caterease v11, released this past year, was another extremely substantial update,” Kopriva continues. “It offered literally hundreds of powerful new features and enhancements. But, I have to say, just when I think it can't get any better, I see the rundown of new features being introduced soon in our upcoming version – and I know that 2012 will be even better still!”

The continued strong performance of this dominant software program offers its users something else that is sorely missing in this current economic climate – confidence. With so much uncertainty, Kopriva points out, it's refreshing to have a company you can believe in. He sums it up in one word: Excitement.

“It's exciting for everyone involved,” he says. “Exciting new features for our users, exciting success for our employees – and, of course, exciting years ahead in the future.”

And those years ahead, no doubt, will continue to show the record growth in sales this exciting company continues to achieve.

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