



CORPORATE FACT SHEET

Company name:

ReServe Interactive

Value statement:

Systems, software and technologies are only as good as the processes on which they're built. At ReServe Interactive, we combine intuitive workflows with intelligent tools to deliver measurable top and bottom-line results. From initial guest contact, through real-time event and dining management, to long-term marketing and forecasting, ReServe Interactive solutions make it effortless for our customers to work faster, smarter and better. Our products bring natural order to hospitality operations by anticipating, automating and communicating at every step of the way. We accelerate work by simplifying it. We make doing as easy as thinking.

ReServe Interactive. *You've Never Worked Like This Before.*

Company Description:

ReServe Interactive, in operation since 1996, is headquartered in Delafield, Wisconsin, USA, with its sales and service office located in Livermore, California, USA. The company develops and sells computer software for the commercial and noncommercial hospitality markets including hotels, restaurants, sports and entertainment facilities, golf clubs, cultural institutions, private clubs and wineries. ReServe Interactive software includes both a web-based version (ReServe Anywhere®) and traditional client/server (ReServe Interactive Desktop) and for catering and event management, dining reservations and table management applications. The software allows for the management of single unit and/or multi-unit restaurants, on-premise and off-premise catering operations and event facilities. Enterprise configurations have also been developed to accommodate shared customer databases and aggregated financial reporting. The integrated software allows for the management of catered events and restaurants in one system. Add-on modules include group rooms control, labor scheduling and club management. The software currently interfaces with leading industry-related technology products including point-of-sale systems, paging systems, room diagramming software, food and beverage management systems, accounting software and e-mail programs.

Corporate Facts:

- 1996 Efficient Frontiers Founded by Beth Goodell and Lynn Carter
- 1999 Ron Goodell joins Efficient Frontiers as VP & Chief Customer Relations Officer
- 2000 Robert Edmeyer Jr. appointed CEO & Chairman of the Board
- 2005 Efficient Frontiers changes name to ReServe Interactive
- 2005 ReServe introduces ReServe It/ReQuest It - a consumer-to-business connection enabling guests to make dining reservations or inquire about events from a merchant's website.
- 2006 ReServe Interactive introduces ReServe Anywhere, the web-based version of its software
- 2007 ReServe Interactive introduces its web-based Customer Self Service Portal
- 2007 ReServe relocates Livermore sales and service offices to accommodate growth
- 2008 ReServe launches new brand strategy, including updated look and feel, key messages and customer-facing website
- 2009 ReServe Interactive marks 12 consecutive years of growth
- 2010 ReServe Interactive launches ReServe University, a subscriber-based, interactive resource providing customers with all of the training and support tools offered by the company
- 2010 ReServe Interactive selects Element Payment Systems as its PCI DSS compliant solutions partner
- 2010 ReServe Interactive releases ReServe It 2.0 – an enhanced version of its online dining reservation software
- 2011 ReServe Interactive launches ReServe Gateway - a robust web services platform that enables enterprise customers to integrate and share operational and financial data stored in their ReServe Interactive software with third-party software applications

2011 ReServe Interactive launches ReServe Q - a web-based hospitality management tool that enables its customers and partners to leverage reservations, call ahead lists, waitlists and marketing opportunities

Support Services:

Product support services are available to ReServe Interactive Desktop customers on a subscription basis. Support services are included with any ReServe Anywhere subscription. The subscription-based help line provides customers with a fully trained on-site staff that understands user needs, software configurations and business goals. In addition to toll-free technical support, subscribers receive free product upgrades and become members of the ReServe Interactive users group. ReServe Interactive also offers a web-based Customer Self-Service Portal - a comprehensive, knowledge-driven extranet that provides current support subscribers with a single point of access for immediate, relevant product support and training solutions. The Customer Self-Service Portal is accessible to subscribers 24/7 through a password protected login on the company's website.

Training Services:

ReServe offers initial set-up training through either private or group on-line interactive training which is customized to meet specific customer needs and business parameters. Online training can be divided into multiple sessions to fit scheduling needs. Ongoing on-line sessions provide extensive, hands-on training on everything from the process-driven design and how it can improve daily operations to understanding the extensive reporting functions available in the software. ReServe Interactive also offers on-site consulting services if customers require more extensive or personalized training.

Markets Served:

Restaurants, hotels, resorts, casinos, event facilities, golf/private clubs, sports & entertainment facilities, cultural institutions, on- and off-premise caterers, academic institutions, wineries and convention centers.

Company Management:

CEO, Chairman of the Board: Robert J. Edmeyer, Jr.
President & Chief Marketing Officer: Beth A. Goodell
Executive VP & Chief Technology Officer: Lynn M. Carter
VP & Chief Customer Relations Officer: Ronald R. Goodell
Vice President of Sales: Michael R. Edmeyer

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