



CONTACT:
Maureen Rimmel
P/ 262-510-6450
E/ maureen.rimmel@reserveinteractive.com
www.reserveinteractive.com

B.B. King's Blues Club Selects ReServe Interactive Software to Manage Private Events

Delafield, Wisconsin, September 6, 2007 - ReServe Interactive, a leader in hospitality technology, offers strategically engineered software designed to meet the unique event management needs of the hospitality industry. B.B. King's Blues Club, owned by Beale Street Blues Company, recently joined the long list of customers who rely on ReServe Interactive's® Catering and Event Management software to help streamline events, increase profitability and provide exceptional guest experiences.

With locations in Memphis and Nashville, Tenn., Los Angeles and Orlando, Fla., B.B. King's Blues Club purchased ReServe Anywhere™, the web-based version of ReServe's Catering and Event Management software, to manage events across all four properties.

"ReServe Interactive software has been an integral part of our success. In just six months we were able to nearly double our sales, and have decided to implement ReServe at all of our locations," explains Audrey Joyner, director of sales and marketing for B.B. King's Blues Club.

ReServe's Catering and Event Management software automates the entire banquet and event management process. It manages event room locations to check availability and prevent double bookings; produces all

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correspondence, proposals, contracts, function sheets and invoices; generates automatic reminders for follow-up tasks; uses an efficient point-and-click design for gathering food and beverage menus, and for defining set-up and service requirements. It automatically generates equipment and packing lists, documents and communicates event changes; forecasts revenue; and produces hundreds of financial, marketing and event-related reports. The customizable software maintains a comprehensive customer database including buying history, member status, preferences, correspondence and e-mail messages, which can be utilized to provide superior service or prospect future business.

ReServe Interactive is one of the only software programs of its kind with Event Lifecycle Technology™, an intelligent, process-driven design that breaks down operations into a series of intuitive, sequential steps, automatically prompting the user with tasks to be completed in order to move an event ahead in its lifecycle.

ReServe Interactive specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only integrated solution for managing banquets and restaurant reservations in one system. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company brings more than 20 years of experience in hospitality management and software development.

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