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### **Mike Edmeyer Joins ReServe Interactive as Vice President of Sales**

**Livermore, Calif., August 11, 2008** - ReServe Interactive, a leader in hospitality software solutions, announces the hiring of Mike Edmeyer as Vice President of Sales. Edmeyer will work out of the Livermore, Calif. sales and service office and be responsible for managing and developing the company's growing sales department, as well as identifying and cultivating new and existing regional and national accounts.

Edmeyer joins ReServe with more than 14 years of high-level technology sales and account management experience with Philips Medical Systems (formerly Picker Medical Systems) and EMC Corporation, as well as six years of catering and event management experience with the Hyatt Regency in Scottsdale, Ariz. He has served as an outside consultant for ReServe Interactive since the company's inception in 1996.

"Mike's experience will enhance the performance of our already successful sales team, as well as help us grow our national customer base," said Beth Goodell, president of ReServe Interactive.

"His undeniable success in sales, in addition to his knowledge of the hospitality industry, rounds out the expertise of our management team which currently includes members with extensive backgrounds in the hospitality management and software development industries."

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### **About ReServe Interactive**

ReServe Interactive specializes in Catering, Event Management, Dining Reservation and Table Management software applications for the hospitality industry. By combining intuitive workflows with intelligent tools, the company has been helping its customers optimize their hospitality operations since 1996. ReServe Interactive software has been installed at more than 1,000 hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company is headquartered in Delafield, Wis., with its sales and service office located in Livermore, Calif. For more information, visit [www.reserveinteractive.com](http://www.reserveinteractive.com).

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