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**RESERVE INTERACTIVE SOFTWARE MARKS RECORD 12TH YEAR OF GROWTH**

**Delafield, WI – January 28, 2009** – ReServe Interactive, a leading provider of dining reservations, table management, catering and event management software, marks a corporate milestone by achieving 12 consecutive years of growth, exceeding 2007 by 48.5 percent. Partnerships with nationally recognized clients, a loyal customer base, the ReServe Anywhere® product offering and personalized customer training and support have contributed to the company's ongoing growth.

"ReServe Interactive's growth is not surprising. They do business differently. From their unique software offering and experience in the hospitality industry to their highly trained support staff and personalized customer service, ReServe understands and supports my business needs," says Mark Chapman, Owner of The Melting Pot Restaurant in Tulsa and Oklahoma City. "They've become our business partner and their software has made us a more efficient and profitable organization."

In 2009, ReServe Interactive will introduce several customer-focused initiatives designed to help users effectively maximize the benefits of their ReServe software in order to generate and maintain the highest level of profitability possible. Additional customer offerings will include unlimited product

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and technical support, ReServe University, a library of training guides and helpful hints, and comprehensive personalized and web-based training programs.

“Much credit goes to our customers and employees who have supported us over the last 12 years,” says Beth Goodell, president of ReServe Interactive. “Without them, our growth would be impossible. We’ve worked hard to provide intelligent, intuitive software solutions, as well as remain a company that provides customers with personalized service. We believe in the way we do business – with a handshake, personal service from knowledgeable staff, and an ongoing effort to address the real issues facing our customers. We believe that’s contributed greatly to our success.”

Since its inception in 1996, ReServe Interactive has established key partnerships with several nationally recognized clients including Wolfgang Puck Catering, Levy Restaurants, Restaurant Associates, Lettuce Entertain You Enterprises, McCormick & Schmick’s Restaurants, The Melting Pot, Palm Restaurant Group, and Patina Restaurant Group.

#### **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 has offices in Livermore, California and Delafield, Wisconsin. For more information, visit [www.reserveinteractive.com](http://www.reserveinteractive.com).

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