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**RESERVE INTERACTIVE SOFTWARE RELEASES RESERVEIT 2.0
ENHANCED ONLINE DINING RESERVATION SOFTWARE FOR RESTAURATEURS**

Livermore, Calif. – May 4, 2010 – ReServe Interactive, a leader in hospitality management software solutions, announces the latest upgrade to ReServeIT, the company's online dining reservation software. Using state-of-the-art Web 2.0 technologies, ReServeIT now offers a more customizable and flexible platform designed to further improve the end user experience, including an enhanced user interface for easy navigation and set-up; improved performance features such as centralized control over multiple sites; and additional customization options allowing restaurateurs to create customer facing pages that reflect their brand throughout the reservation process.

"The flexibility of the ReServe Interactive software allowed us to create a customized system for our seven week LudoBites pop-up restaurant at Gram & Papas. The event completely booked out in 18 hours through the ReServe system without problem," says Kristine LeFebvre of LudoBites, a guerilla style pop-up restaurant event created by Chef Ludo Lefebvre. "After the fast sell-out, ReServe quickly provided a solution that allowed us to maintain a wait list reservation system, relieving the manual burden of having to take hundreds of phone calls or answers voluminous amounts of emails."

ReServeIT provides restaurateurs with a solution that allows guests to book real-time dining reservations directly from their website 24 hours a day and seven days a week without being charged per seat transaction fees. When requested reservation times are unavailable, guests are offered alternative available times in the restaurant, keeping them on the website and in the dining room, eliminating the risk of lost revenue. In addition, reservation data is owned and maintained by the restaurateur, allowing them to market and service guests more effectively.

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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 is used by more than 6,000 industry professionals across more than 1,000 hospitality venues nationwide 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.

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