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ONLINE DINING RESERVATION SOFTWARE WITHOUT 'PER SEAT' BOOKING FEES OFFERS RESTAURATEURS A MONEY SAVING OPTION

Livermore, Calif., July 20, 2010 – Now restaurateurs have the option of an online dining reservation software solution that comes without the high cost of per seat transaction fees. ReServeIT from ReServe Interactive allows restaurateurs to offer dining patrons the ability to book real-time dining reservations through the restaurant's website without the worry of being charged per seat transactions fees, hefty set up charges and miscellaneous costs.

"Restaurateurs deserve a solution that lets them accept online reservations without the frustration of exorbitant transaction fees, limited flexibility and lost business," explains Mike Edmeyer, Vice President of Sales for ReServe Interactive. "ReServeIT utilizes the restaurant's full table inventory to determine real-time reservation availability. Dining patrons get accurate reservation information and restaurants don't lose business because open reservations are misrepresented online. Also, when a requested reservation time is unavailable, ReServeIT not only recommends alternative times but can also maintain control of who their customer is referred to rather than leaving that critical control up to a third party who often recommends a competing restaurant."

Reservation data, such as contact information and dining preferences, is captured via the restaurant's website, and then owned and maintained by the restaurant at no charge as each reservation funnels directly into a proprietary database. Users have the ability to customize their ReServeIT reservation page to fit their brand look and feel, as well as customize customer directed responses including reservation confirmations and cancellations.

ReServeIT also offers restaurants with multiple locations the ability to centrally manage those sites within a single database so guests can view real-time reservation availability across all properties.

ReServeIT is currently being used by single unit restaurants as well as multi-property enterprises including several Melting Pot franchises, Treasure Island Hotel & Casino and Gaylord Entertainment.

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“We have really enjoyed our relationship with Reserve Interactive. The relationship has been like a partnership. Reserve has allowed us to maximize our seating and efficiency at the host stand. The database tools allow The Melting Pot’s to stay closely connected to its guests by insuring that we are able to keep up with their history and preferences,” says Mark Rosenthal, West Lake Restaurant Management Inc., Operator, Partner, Consultant, Melting Pot Fondue Restaurant Franchises. “Reserve is always continuing to evolve and improve and has done this by listening to the owners and manager who use the program.”

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 on ReServeIT, visit <http://www.reserveinteractive.com/reserve-it.php>.

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