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**ReServe Interactive Celebrates Continued Growth and
New Product Initiatives in 2011**

Delafield, WI – February 16, 2011 – [ReServe Interactive](#), an industry leader in dynamic hospitality management software, including dining reservation, table management, catering and event management systems, has achieved 14 consecutive years of growth with significant increases in key business areas including the acquisition of enterprise accounts with multiple installations.

In 2011, ReServe Interactive will introduce several new products that greatly expand the benefits of their software throughout an organization and provide cost-effective, targeted marketing to drive additional business. First to be released is ReServe Gateway, a robust web services platform that enables enterprise customers to integrate and share ReServe data intelligence with other systems, streamline operations, improve productivity and enhance guest services.

Second, ReServe will launch ReServeQ, a platform enabling guests to make dining reservations or add themselves to a wait list using a mobile device such as an iPhone, Android or Blackberry. As part of the ReServeQ offering, ReServe is forging strategic partnerships with mobile application aggregators and online dining guides to greatly expand marketing reach for restaurants.

“2011 development plans bring functionality that offers an integrated enterprise view of financial and operational data in ReServe that can be easily extracted and used to improve operations and provide convenient guest services,” says Lynn Carter, Chief Technology Officer.

“We are committed to incorporating leading-edge technology for the direct benefit of our users, ensuring that ReServe continues to remain an invaluable resource. Leveraging the fastest growing technology sector today, mobile applications and social networking, is a perfect example. Our offerings in this arena are seamlessly integrated with ReServe and provide great value to our customers by driving more business to their restaurants in a targeted and cost-effective manner.”

Carter also explains that development of these new web services is driven by the needs and requests of some of their larger enterprise customers, but the benefits of these enhancements positively impact all of their customers, as well as the restaurant industry as a whole.

“This past year exceeded our expectations. We maintained a strong presence with the small and mid-range markets while experiencing significant growth with our larger, multi-unit enterprise customers,” explains Mike Edmeyer, Vice President of Sales. “The fact that ReServe is the only tool on the market to adequately manage both events and dining reservations in one system has been a large reason for our success.”

About ReServe Interactive

ReServe Interactive specializes in [Catering](#), [Event Management](#), [Dining Reservation](#) and [Table Management](#) software applications for the hospitality industry. Established in 1996, ReServe Interactive software is used by more than 8,000 industry professionals across more than 1,000 hospitality venues nationwide including hotels, restaurants, sports and entertainment facilities, golf and private clubs, cultural institutions and wineries. The company has offices in Livermore, California and Delafield, Wisconsin. For more information, visit <http://www.reserveinteractive.com>.

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