



CONTACT:

Maureen Rimmel
P/ 262-510-6450
E/ maureen.rimmel@reserveinteractive.com

**ReServe Interactive Launches ReServe Gateway
Web Services Enabling Third-Party System Integration and Aggregated Data Analysis**

Delafield, WI - April 6, 2011 – ReServe Interactive, an industry leader in hospitality management solutions, has launched ReServe Gateway™, a robust web services platform enabling enterprise customers to integrate and share operational and financial data stored in their ReServe Interactive software with third-party software applications to streamline operations, improve productivity and enhance guest services.

“Many of our customers require our software to share information with other systems that help them manage their business such as POS systems, CRM programs and financial applications,” explains Mike Edmeyer, Vice President of Sales for ReServe Interactive. “ReServe Gateway is a reliable, responsive and cost-effective engine that enables on-demand communication with any of these services and is seamless in even the most PCI compliant environments.”

ReServe Gateway supports ReServe’s entire software suite including Reservation Management functions such as the facilitation of checking dining availability, making and cancelling reservations, and reporting reservation activity; Table Management services including the checking of wait times, changing table status, recording dining preferences, and reporting turn rates; Event Management services that facilitate the reporting of event scheduling activity and financial details, and checking availability and booking events, as well as Contact Management services that facilitate account and contact detail management.

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“Web services is a standard communication protocol used across a variety of industries which means it’s proven, efficient and effective. And it’s easy to integrate with any desktop or hosted application,” explains Lynn Carter, Chief Technology Officer. “It enables us to focus on our core competency, which is designing productivity software for restaurants and catering operations, and efficiently sharing important data that our systems accumulate with other business functions. ReServe Gateway transforms how our software is used within an organization, and we expect the resulting links between ReServe and other systems to expand rapidly, providing great value to our customers.”

About ReServe Interactive

ReServe Interactive specializes in [Catering](#), [Event Management](#), [Dining Reservation](#) and [Table Management](#) software 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 more. The company has offices in Livermore, California and Delafield, Wisconsin. For more information, visit <http://www.reserveinteractive.com>.

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