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**ReServe Interactive to Launch ReServe Q™ Online Restaurant Reservation Software**

**Delafield, WI – May 25, 2011** – ReServe Interactive, an industry leader in hospitality management solutions, will launch ReServe Q™ online restaurant reservation software in the third quarter of 2011. ReServe Q allows restaurants and other dining venues to accept reservations, as well as manage call ahead or waitlists, 24 hours a day, seven days a week through their own website without excessive per seat transaction fees, costly set-up and maintenance fees, additional hardware expenses and miscellaneous surcharges.

“Over and over we hear restaurateurs talking about their frustrations with costly online reservation systems. ReServe Q provides a cost effective solution for restaurants that want the ability to accept reservations online while increasing dining room traffic and preserving their bottom line,” explains Mike Edmeyer, Vice President of Sales for ReServe Interactive. “At 99 cents per reservation, the ReServe Q offering is straightforward with no set up charges or monthly subscription fees. Restaurants will have the ability to market to a proprietary guest database at no additional cost, as well as take advantage of other marketing tools.”

ReServe Q easily integrates with a restaurant’s website and allows for embedding into third party sites, e-mail promotions and social media outlets like Facebook and Twitter. In addition, ReServe Q helps users increase exposure of their venue with automatic free listings in online dining guides that won’t redirect guests to competitive websites when a reservation time is unavailable. ReServe Q’s mobile friendly platform allows guests to book restaurant reservations from any mobile device at any time.

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“Our expertise lies in developing software tools that cater to the unique needs of the hospitality professional,” says Lynn Carter, Chief Technology Officer for ReServe Interactive. “The platform we’ve developed for ReServe Q provides users with the same ease of use and efficiency as our other software products while offering users a cost effective alternative to some of the other reservation management systems on the market. The ReServe Q offering will continue to grow in ways that will be of great service to our users including dynamic analytics and ReServe Interactive product interfaces.”

### **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 about ReServe Interactive, visit <http://www.reserveinteractive.com>.

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