

## Eiffel Tower Restaurant Selects ReServe Interactive

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The Eiffel Tower Restaurant in the Paris Las Vegas Hotel Selects Web-based ReServe Interactive Software to Manage Events

The Eiffel Tower Restaurant in the Paris Las Vegas hotel has joined the long list of nationally recognized customers relying on ReServe Interactive(R), a leader in hospitality technology, and its web-based Catering and Event Management software to help streamline events, increase profitability and create unique guest experiences.

The Eiffel Tower Restaurant, a Lettuce Entertain You Enterprises property, will utilize ReServe Anywhere(R), ReServe's web-based software solution, to manage catered events in both private and semi-private dining rooms that accommodate groups of 20 to 60 guests. Located above the Strip on the 11th floor of the Paris Las Vegas' Eiffel Tower replica, the Eiffel Tower Restaurant offers premier French cuisine and is regarded as the crown jewel in Paris Las Vegas' collection of restaurants.

Lettuce Entertain You Enterprises, Inc., established in 1971, is a premier full-service restaurant company based in Chicago, Illinois, and is considered one of the most innovative restaurant companies in the United States. The company owns and operates more than 60 upscale and casual dining restaurants across the country and has implemented ReServe Anywhere at more than 20 of those locations.

ReServe Anywhere is remotely accessible by customers through a password-protected Internet connection and is hosted by ReServe on secure, centralized servers. With the same full-featured capabilities and performance of the traditional client/server application, this virtual solution provides end-users with real-time access to ReServe Interactive's Catering and Event Management and Dining Reservations and Table Management software.

ReServe's Catering and Event Management software automates the entire banquet and event management process. It manages event room locations to check availability and prevent double bookings, produces all event-related correspondence, uses point-and-click technology for gathering food and beverage menus and defining set-up and service requirements. It automatically generates equipment and packing lists, documents and communicates event changes, forecasts revenue, and produces hundreds of financial and event-related reports. The customizable software maintains a comprehensive customer database that includes buying history, preferences and correspondence to assist in providing superior service or prospecting future business. ReServe Interactive is one of the only software programs of its kind with Event Lifecycle Technology™, an intelligent, process-driven design that breaks down operations into a series of intuitive, sequential steps, automatically prompting the user with tasks to be completed in order to move an event ahead in its lifecycle.

ReServe Interactive, with offices in Delafield, Wisconsin and Livermore, California, specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only fully integrated solution for managing banquets and restaurant reservations in one system. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company brings more than 20 years of experience in hospitality management and software development.

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