

McCormick & Schmick's Seafood Restaurants Selects ReServe Interactive Software to Manage Private Dining Events

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McCormick & Schmick's Seafood Restaurants, Inc. recently joined the long list of customers who have chosen ReServe Interactive's Catering and Event Management software to manage private dining events. ReServe Interactive offers intuitive, intelligent hospitality software solutions to help its customers work faster, smarter and more profitably.

'After reviewing many options, we selected Reserve Interactive's web-based software for implementation throughout our McCormick & Schmick's properties to help us enhance communication and efficiency,' explains Jeff Skeelee, Senior Vice President of Operations. 'We were very impressed with their knowledgeable staff. They have demonstrated a high level of response to our needs and are committed to helping us get the most out of their software.'

ReServe Interactive(R) Catering and Event Management software solutions streamline and optimize all aspects of managing on- and off-premise events. Built on innovative Event Lifecycle Technology(TM), ReServe's products enhance the natural flow of event sales and management from inquiry through execution by anticipating and automating next steps. ReServe's Catering and Event Management software centralizes multiple event books and controls function space, monitors and reminds staff of upcoming tasks, instantly generates and updates correspondence, coordinates menus, pricing, equipment lists and staffing, enhances communication across employees and multiple locations, manages customer databases and marketing campaigns, and provides sophisticated financial reporting tools that make customers more productive and their businesses more profitable.

About McCormick & Schmick's

McCormick & Schmick's Seafood Restaurants, Inc. is a leading seafood restaurant operator in the affordable upscale dining segment. The Company now operates 86 restaurants, including 80 restaurants in the United States and six restaurants in Canada under The Boathouse brand. McCormick & Schmick's has successfully grown over the past 36 years by focusing on serving a broad selection of fresh seafood. McCormick & Schmick's inviting atmosphere and high quality, diverse menu offering and compelling price-value proposition appeals to a diverse base of casual diners, families, travelers and the business community. For more information, visit www.mccormickandschmicks.com.

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 has been installed at more than 1,000 hospitality venues 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, visit www.reserveinteractive.com.

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