



Fishbowl Signs Dickey's Barbecue Pit and Other Clients with Over Hundred Locations to Online Ordering

August 26, 2008 – Fishbowl, the leader in email marketing for the restaurant industry, is quickly building its reputation as the leading provider of online ordering. With the signing of Dickey's Barbecue Pit as the newest online ordering client, Fishbowl now serves online ordering to hundreds of restaurants only five months after introducing the product.

Dickey's adds online ordering to its existing Fishbowl email marketing program and will be offering this new convenience to its customers in the coming months. Suzanne Irish, Director of Marketing for Dickey's Barbecue Pit said, "Everyone at Dickey's is very satisfied with Fishbowl's email program, from the product to the service, and now we are excited to expand our relationship with Fishbowl in pursuing online ordering. By adding online ordering to our existing Fishbowl email program, our Big Yellow Cup Club, we are streamlining our digital marketing strategy. This maximizes our marketing program potential while making it easier for our customers to do business with us. After a pilot run in a few key stores, we will evaluate rolling it out nationally in the coming months."

"In introducing Dickey's and others to our online ordering solution, it further solidifies our strategic vision as we expand our suite of services to the restaurant industry," said Scott Shaw, CEO and Founder of Fishbowl. "Over the past eight years we have focused on restaurants, first providing them turnkey email marketing to engage their customers and drive them back into the restaurant more frequently. And now we're helping our clients respond to their time-stressed customers making it easier for them to do more business. By integrating and supporting orderTalk's platform, we are expanding our product portfolio and offering our clients the best of the best, all under one roof. This will help our clients build their customer relationships, reduce labor costs, and increase their bottom line."

Fishbowl's online ordering solution powered by orderTalk offers a host of ordering options, including delivery or pickup, multiple menus, flexible delivery times, multiple payment methods and advanced ordering options, plus easy integration into most POS systems. In addition, Fishbowl Online Ordering is integrated into Fishbowl's email marketing platform to deliver an easy-to-use and seamless marketing and ordering capability to Fishbowl clients.

About Fishbowl™

Alexandria, VA-based Fishbowl is the leader in on-demand online marketing solutions for the restaurant industry, serving 1,000 restaurant companies and 30,000 restaurant locations in North America and Europe. Delivering email marketing, mobile marketing, online ordering, and other web-based solutions to large-scale enterprises, franchises and independent single-unit restaurants, Fishbowl makes it easy for our restaurant partners to identify their guests, manage their guest database, deliver high quality online marketing campaigns to drive repeat visits and generate revenue. For more information on Fishbowl, email press@fishbowl.com, visit fishbowl.com, or call 703-836-3421.

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About OrderTalk™

Dallas, Texas-based OrderTalk is the leading provider of outsourced online ordering solutions to the foodservice industry. With its large array of features, orderTalk is also certified Payment Card Industry compliant. Solutions include online ordering and call center interface technology directly integrated to POS.

For more information visit www.ordertalk.com.

About Dickey's Barbecue Pit

Founded in 1941, Dickey's Barbecue Restaurants began in Dallas, Texas with a single goal – “Serve the best tastin' barbecue imaginable, just the way people like it. And don't make 'em wait too long to get it.” More than 60 years later, Dickey's is now the fastest growing barbecue chain in the country and is rapidly becoming the largest franchising concept in its category serving some of the best mouth waterin', lip smackin', great tastin' barbecue in the United States. Beginning with an aggressive growth strategy and proven business model, and since implementing its proprietary five revenue streams for business growth, Dickey's is on track to double its locations in 2008. Currently, Dickey's Barbecue Restaurants can be found in more than 16 states and 90 locations nationwide. For more information on partnering with Dickey's Barbecue Restaurants in any location, call (866) 340-6188 or visit www.dickeys.com/franchise.aspx. Dickey's: Slow cooked. Served fast.