

FISHBOWL RECEIVES MARKETING SHERPA'S GOLD CONSUMER AWARD

March 4, 2008 – Fishbowl was awarded MarketingSherpa's Gold Consumer Award for Best Opt-in Email Campaign for the campaign they designed and launched on behalf of AMF Bowling Centers with compelling results in less than three months.

The campaign, AMF's \$50,000 Summer Free-For-All sweepstakes, was implemented in an effort to drive traffic and build the bowling centers' email lists quickly. To that end, Fishbowl developed an in-store POP, email and direct mail campaign that prompted guests to come in to AMF for a chance to win instantly. The campaign also directed the guest online for a second chance to instantly win over \$50,000 in prizes and a \$10,000 grand prize.

MarketingSherpa recognized this particular campaign for the Gold Consumer Award for delivering a promotional campaign that proved successful in the real world in real time.

"This year's Email Marketing Awards recognized campaigns with well thought out strategies, effective implementation and outstanding results," said Jeanne Hopkins, Chief Marketing Officer of MECLABS Group, MarketingSherpa's parent company. "This year's contest was highly competitive. We received over 300 high quality entries, more than twice the number of last year's."

Fishbowl's winning campaign was live within 30 days and ran for 62 days, and as a result, 32,480 guests registered, 2,287 referred their friends to play and 14,061 joined the AMF Bowling eClub.

"We have been pleased with Fishbowl's responsiveness," said Merrell Wreden, VP of Marketing for AMF. "We had been behind the curve in getting an effective email marketing program going, and they have helped us get up to speed quickly. In fact, we're in the process of launching our second campaign with them since last year's Summer Free-For-All."

This is the third year in a row Fishbowl has been recognized by the marketing research giant for its email campaigns. Fishbowl now adds the Gold Consumer Award to the long list of other awards they have received for design, creative content and overall campaign success.

To view the campaign Fishbowl created for AMF, visit <http://www.fishbowl.com/clt/amf/pc/200707/1/cntst.htm>

About Fishbowl

Alexandria, VA-based Fishbowl is the leader in on-demand email marketing software solutions for the restaurant industry. Fishbowl serves 700 restaurant companies in North America and Europe powering email marketing to over 28,000 restaurant locations. Fishbowl's solutions make it easy for our restaurant partners to identify their restaurant guests, manage their guest database, deliver high quality email marketing campaigns to drive repeat visits and generate revenue. For more information on Fishbowl, email press@fishbowl.com, visit www.fishbowl.com, or call 703-836-3421.

About MarketingSherpa

MarketingSherpa (<http://www.marketingsherpa.com>) is a research firm publishing practical case studies and benchmark guides for its community of marketers and thousands of weekly case study readers. Topics covered include practical how-to and exclusive data and proven tactics in business-to-business marketing, ecommerce marketing, email marketing, search marketing, telemarketing, media relations, landing page design, marketing measurement and online subscription marketing. The firm also operates six annual Summits attended by thousands of marketers. MarketingSherpa, along with [MarketingExperiments](#) and [InTouch](#), is part of the MECLABS Group.

About AMF Bowling Centers

AMF Bowling Centers, Inc. is the world's largest owner and operator of bowling centers. Since the introduction of the automated pinspotter in 1946, AMF has been a leader in the bowling industry. More than 25 million bowling enthusiasts a year make AMF their destination of choice, playing more than 100 million games annually. And bowling is better at AMF because it's our business. We do all the work; you have all the fun.