

## **Fishbowl's Kate Nowrouzi Presents Messaging and Deliverability Best Practices at the MAAWG 13<sup>th</sup> General Meeting**

**June 11, 2008** – Kate Nowrouzi, Manager of Email Delivery and ISP Relations for Fishbowl, will present at the Messaging Anti-Abuse Working Group (MAAWG)'s 13<sup>th</sup> General Meeting in Heidelberg, Germany. She will join Katrina Anderson of iPost, Kruno Kunovic of Ipsos Interactive Services, Stephanie Miller of Return Path, and Len Shneyder of Pivotal Veracity in the presentation, "How to Succeed in Deliverability: Communicating the Value Proposition of Delivery Assurance", the second session this year for MAAWG's Sender SIG. Nowrouzi and the other online industry leaders will discuss the email abuse and deliverability issues that affect online marketers, ISP relations and consumers worldwide. The meeting is set for Thursday, June 12 at 9:30am GMT +1 at the Crowne Plaza in Heidelberg, Germany.

One of three annual meetings, the MAAWG's 13th General Meeting allows major Internet Service Providers (ISPs) and Email Service Providers (ESPs) to gather and discuss the best ways to fight spam and enhance delivery. At the meeting, Nowrouzi will offer her expertise and perspective on delivery, complemented by her experience working with Fishbowl. As the leading email marketing company to the restaurant industry, Fishbowl provides turn-key solutions for list building and email marketing and with a deliverability rate that exceeds industry average. Managing a database of over 30 million opt-in consumers, Fishbowl will send more than a half billion emails in 2008. Nowrouzi will explain how email service providers, like Fishbowl, can encourage their clients to be more conscious mailers. She will also highlight the consequences of poor messaging practices and suggestions for improving their deliverability.

Nowrouzi's fellow speakers will also present practical advice and techniques that deliverability professionals can use to be successful at email deliverability while adhering to MAAWG's Senders Best Communications Practices 2.0. They will explore how technology directors can create understanding within their organizations that deliverability is not a profit center, but ultimately about enhancing and protecting sender reputations.

### **About Fishbowl**

Alexandria, VA-based Fishbowl is the leader in on-demand email marketing software solutions for the restaurant industry. Fishbowl serves over 1,000 restaurant companies in North America and Europe powering email marketing to over 29,000 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](mailto:press@fishbowl.com), visit [fishbowl.com](http://fishbowl.com), or call 703-836-3421.