

FISHBOWL PARTNERS WITH ME, NH AND NJ STATE RESTAURANT ASSOCIATIONS, BRINGING NEW BENEFITS TO ASSOCIATION MEMBERS STATE-WIDE

April 17, 2008 – Fishbowl, the leader in online marketing solutions to the restaurant industry, recently partnered with three state restaurant associations, adding to their rapidly growing network of state partners. Maine (MRA), New Hampshire (NHLRA) and New Jersey's (NJRA) restaurant associations are the latest to join Fishbowl, making the company their exclusive email marketing provider. Through the partnership with Fishbowl, Maine, New Hampshire and New Jersey Restaurant Associations add email marketing to their member benefits programs with exclusive members-only rates.

"More and more consumers are looking to e-mail and the Internet to find information about restaurants, and as a result, restaurants need ways to reach their customers online. With our email and internet-based marketing strategies, Fishbowl will provide solutions to our new state partners and their members to help them take advantage of those channels," said Scott Shaw, founder and CEO of Fishbowl.

Providing turn-key online marketing solutions for restaurants of any size, Fishbowl has made a name for itself in the industry, building a large volume of restaurant clients since its founding in 2000. Their extensive experience in online marketing and firsthand understanding of their clients' industry has attracted big names like The Palm, Dairy Queen, Red Robin and hundreds of others—over 700 clients in all. In the upcoming months, restaurant association members will be able to tap into the same powerful solutions that Fishbowl's existing clients' now enjoy and reap the benefits at a discount.

In announcing the new affiliation, MRA's president and CEO, Dick Grotton, said, "The Association is pleased to offer this new and powerful e-mail marketing program to our ever-expanding array of member benefits. With Fishbowl, the industry pioneer and leader in hospitality marketing, our members can expand their customer reach online, easily and affordably, allowing them to drive traffic, build customer relationships and increase their sales. It's just a terrific deal for Maine restaurants."

Michelline Dufort, NHLRA's Executive Director, added, "Our membership is always looking for new ways to use technology and communicate with their customer base. Fishbowl allows our members to use what we have found to be the best in email marketing; and through Fishbowl, our members will be able to design and use new and existing promotions as a way to bring in new business."

"As a company that is specifically focused on the restaurant industry, Fishbowl shares our dedication to this industry's welfare and to helping restaurateurs grow their businesses," said Deborah Dowdell, President of NJRA. "Through this partnership, the New Jersey Restaurant Association is expanding its support of our members and promoting the success of their livelihoods."

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 800-836-2818.