

Fishbowl Signs Godfather's Pizza, Not Your Average Joe's and Tenderjacks to New Online Ordering Program

July 10, 2008 - Since introducing online ordering to its product lineup just six weeks ago at the May 2008 National Restaurant Association event in Chicago, Fishbowl, the leader in online marketing solutions to the restaurant industry, is signing up clients to their new online solution including: Godfather's Pizza, 650 locations; Not Your Average Joe's, 16 locations; and Tenderjacks, 1 location. Fishbowl will be working with each of these organizations to pilot and roll-out online ordering over the coming months.

"This is a significant opportunity for us 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, with online ordering, we're helping our clients respond to their time-stressed customers and making it easy for them to do more business. By expanding our product portfolio, we are 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."

Jan Sammons, Director of Marketing for Godfather's Pizza also commented on the new product launch. "We analyzed a lot of other online ordering companies in the market and found that Fishbowl was unique in their extensive experience with restaurants and their overall strategic vision." Simmons continued, "They have the expertise to support their product and introduce it to the entire Godfather's Pizza franchise community. And, in the future, we have the opportunity to expand beyond online ordering with Fishbowl using their email, mobile and other web-based marketing solutions. We look forward to launching online ordering in our initial 23 locations in the upcoming months."

"We have been working with Fishbowl for years and their email program has allowed us to build strong relationships with our most valuable customers," said Stephen Silverstein of Not Your Average Joe's. "As we grow and our online presence becomes more important, it is only natural that we would choose Fishbowl to expand our online marketing strategy to include online ordering. I'm excited to see where Fishbowl can take us beyond email."

David Levitt, co-owner of Tenderjacks said, "Tenderjacks is still relatively new to Fishbowl and yet we are already seeing such success that we've decided to maximize the program by integrating their online ordering solution as well. As an independent restaurant, it's really important we are getting the most bang for our buck and Fishbowl is making that possible by offering us tools that work together and are affordable for even the little guy."

Fishbowl's online ordering solution 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's online ordering solution 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 29,000 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 www.fishbowl.com, or call 703-836-3421.

About Godfather's Pizza

Godfather's Pizza was founded in 1973 in Omaha, NE, with the mission to serve a more delicious and abundantly topped pizza than any other in the country. Today, Godfather's Pizza has 160 franchisees which operate approximately 650 franchise locations across the country, ranging from traditional pizza restaurants to non-traditional locations in c-stores, airports, truck plazas and schools. Approximately half of Godfather's Pizza's restaurants are located in these non-traditional locations. Godfather's Pizza is ranked #7 in total locations nationally among all pizza chains. Since 1973, Godfather's Pizza has earned a reputation for serving the highest quality pizza plus a selection of grab-and-go items, for non-traditional franchises, like chicken wings, chicken fingers, pre-made bread sticks, pepperoni rolls, pre-packaged salads, desserts and more. The privately owned company doesn't disclose annual sales figures. For more information, visit www.godfathers.com.

About Not Your Average Joe's

Established in 1994, the 16-location Massachusetts-based restaurant group was founded on the principles of serving creative cuisine in a casual setting at affordable prices. The menu features innovative dishes and comfort foods with a culinary twist along with a varied wine list and specialty drink menus. Founder and CEO Stephen Silverstein runs the business with a guest-obsessed approach, delivering a warm neighborhood restaurant experience. For more information, visit www.notyouraveragejoes.com.

About Tenderjacks

First opening its doors in October 2007, Tenderjacks was founded by Ken West and Dave Levitt under the principle that fast casual dining can be simple, fresh and utterly delicious. With their 20-plus years of restaurant management experience, West and Levitt designed and built Tenderjacks and are now delivering their vision by offering the best ingredients and fresh menu choices, all cooked to order. Tenderjacks menu features chicken tenders, sandwiches, burgers, salads and a variety of dipping sauces and dressings, all prepared fresh, by hand and cooked with zero trans fat oil, highlighting the restaurant's commitment to fresh daily food that is beyond 'fast casual'. Tenderjacks is fresh casual. For more information, visit www.tenderjacks.com.