

Fishbowl Partners with New York State Restaurant Association, Bringing New Benefits to Association Members State-Wide

June 17, 2008 – Fishbowl, the leader in email marketing solutions to the restaurant industry, and the New York State Restaurant Association announce their partnership, providing email marketing services to their members at exclusive members-only rates. Fishbowl will also power the association's own email program.

In announcing the new affiliation, New York State Restaurant Association's President and CEO, Rick Sampson, said, "The NYSRA saves its restaurant members valuable time by interviewing and analyzing companies' products, services and pricing. In surveying online marketing solutions on the market, we chose Fishbowl as our exclusive email marketing provider, offering the Association and its members the highest quality service at competitive pricing." Sampson added, "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. Through this partnership, we are offering a terrific deal to New York restaurants."

The launch of this partnership with NYSRA will bring the count to 29 state restaurant associations, in conjunction with the National Restaurant Association, with which Fishbowl is partnered. This list includes the top 5 states in terms of restaurant inventory and the top 5 cities in total annual restaurant sales of which New York City tops the list. Fishbowl's extensive experience in email marketing and firsthand understanding of the restaurant industry has also attracted big restaurant names like Dairy Queen, Red Robin and over 1,000 restaurant company clients in all, representing almost 30,000 locations.

"Creating and sustaining an effective marketing program is a challenge for all operators, and especially for the time and budget-strapped independent restaurateurs. Our new partnership with the New York Restaurant Association and the National Restaurant Association is a terrific way to get the word out about a turn-key program that has already been proven in the chain environment," said Scott Shaw, founder and CEO of Fishbowl. "As a company that is exclusively focused on the restaurant industry, we share a common commitment with NYSRA to this industry's long-term health, and to helping operators grow their business."

About Fishbowl

Alexandria, VA-based Fishbowl is the leader in on-demand email marketing software solutions for the restaurant industry. Fishbowl serves 800 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.

About the New York State Restaurant Association

The New York State Restaurant Association, founded in 1935, is the leading business association for the restaurant and hospitality in New York State. Comprised of more than 56,000 restaurants, bars, clubs, New York restaurants represent more than 628,000 employees and sales of approximately \$27 billion – making it the cornerstone of the economy, career opportunities and community involvement. Along with the New York State Restaurant Association and New York State Restaurant Association Educational Foundation, NYSRA and its chapters work to represent, educate and promote the rapidly growing hospitality industry. For more information, visit <http://www.nysra.org>.