

## FISHBOWL LAUNCHES EMAIL PROGRAM IN 500+ RITA'S WATER ICE LOCATIONS

**May 20, 2008** – Fishbowl, a leading on-demand revenue solutions company to the restaurant industry, recently added Rita's Water Ice to its growing client roster. Launching email and other online marketing programs in their collective 500-plus locations, Rita's Water Ice joined over 28,000 restaurant locations to which Fishbowl already delivers.

Providing turnkey products and services designed for restaurants of any size, Fishbowl has made a name for itself in the industry, building a large volume of high caliber 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 800 clients in all. Beginning on this spring, Rita's locations tapped into the same powerful solutions that Fishbowl's existing clients' now enjoy and reap the benefits.

"Rita's is proud to partner with Fishbowl Marketing to execute our Guest loyalty program and ensure that we are reaching our Guests online in addition to at the store level," said Jim Rudolph, Chairman of the Board and Chief Executive Officer, Rita's Water Ice. "We believe that Fishbowl's vast experience in online marketing and loyalty programs will help us to reach our goals—and our Guests—efficiently and effectively and look forward to working with such a talented team of professionals."

Rita's Water Ice has grown to more than 500 franchised units in 17 states with more stores being opened each day. Fishbowl's powerful email program will help the franchise to continue building the thriving concept.

Scott Shaw, president, CEO and founder of Fishbowl Marketing, is no stranger to the ins and outs of running a restaurant. Being a successful restaurateur himself for several years, Shaw launched the company to provide restaurateurs with affordable, turnkey means to build customer relationships after the dining experience and ultimately, increase restaurant revenue and retention. Functioning under the same business philosophy, Fishbowl aims to provide the same customer service to their clients as they give to their own guests.

"The secret sauce of Fishbowl that has served me well is to take what the best restaurants do well—hospitality and customer service—and treat them the same way. When you focus on giving the customer a great experience, you build real loyalty. We are just practicing what we preach," said Shaw.

Almost every employee at Fishbowl has had some level of restaurant experience and they channel that insight into solutions, services and customer support that work for restaurateurs. Fishbowl's approach to marketing is what Shaw calls, "The Fishbowl Difference" and hundreds of restaurant companies have taken notice. Soon Fishbowl will unveil a broader suite of on-demand solutions, offering their loyal restaurant clients even better solutions with fully integrated mobile marketing, online ordering and online reservations.

### 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](mailto:press@fishbowl.com), visit [www.fishbowl.com](http://www.fishbowl.com), or call 703-836-3421.

### **About Rita's Water Ice**

Rita's Water Ice Franchise Company, headquartered in Treviso, PA, is the largest Italian Ice concept in the nation, currently operating in 17 states with over 500 stores. Rita's brand promise is Ice, Custard and Happiness™. The chain offers a variety of frozen treats including its famous Italian Ice, Old Fashioned Frozen Custard and layered Gelati as well as its signature Misto™ and Blendini™ creations. Rita's was named one of the Top 25 Franchise High Performers by the *Wall Street Journal's* 'Startup Journal.' For more information about Rita's Water Ice, please call 1-800-677-RITA or visit [www.ritasice.com](http://www.ritasice.com)