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The Leading Investor in Expanding Mid-Atlantic Information Technology Companies

Edison Venture Finances Fishbowl Continues Investment Pace in the Interactive Marketing Industry

LAWRENCEVILLE, NJ, April 16, 2007 -- Edison Venture Fund announced a \$7 million investment in Fishbowl Marketing, based in Alexandria, VA. The proceeds will be used to expand development, marketing and sales.

Fishbowl is the leader in permission-based email marketing solutions for the restaurant industry. Founded in 2000, Fishbowl has over 150 active restaurant chain clients with 14,000 locations and 17 million opt-in customers. The company recently launched Fishbowl Local to target small chains and independent restaurants.

Gary Golding, General Partner, will serve on the Board of Directors with Steve Vintz, Edison Director Network member. Vintz is the CFO of another Edison success, Vocus (NASDAQ: VOCS). Michael Kopelman, Vice President, Tom Vander Schaaff, Vice President, and Orlando Mendoza, Associate, conducted Edison's due diligence.

"Edison's investment capital and value-added services will fuel our expansion," stated Scott Shaw, CEO of Fishbowl. "Steve Vintz offers strategic guidance and practical advice from his experience building a public company in another segment of interactive marketing."

"The management team has delivered exceptional innovation, service and financial results," stated Gary Golding. "Clients raved about Fishbowl's ability to increase repeat business," continued Tom Vander Schaaff.

Edison has financed and guided four interactive marketing companies including Cadient, Innovectra, Operative and Vocus. Edison has invested in 16 Virginia-based companies including CorasWorks,

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Liberty Tax and Telarix. Successful exits include Best Software, BTG, International Telesystems and POMS.

About Edison Venture Fund

Established in 1986, Edison partners with entrepreneurs, service providers and other financing sources to build successful companies. Edison provides capital and value-added services to expansion stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$4 to 7 million. Edison typically serves as a sole or lead investor in financings up to \$10 million. In addition to providing expansion capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases.

Edison's investment professionals are based in Lawrenceville, NJ, New York, NY, West Chester, PA, and McLean, VA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include ACT!, Dendrite, Gain Capital, Marcam, MathSoft, Netegrity, Princeton Financial, Visual Networks, Virtual Edge and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison currently has \$550 million under management and is actively making new investments.

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About Fishbowl

Alexandria, VA-based Fishbowl is the leader in innovative marketing programs for the hospitality industry. Fishbowl's signature program helps restaurants identify their customers and then uses email as part of a three level program that includes loyalty, brand, and local store marketing. Fishbowl also provides online contests and sweepstakes to drive frequency, along with partner-based sales promotions to generate new customer trial. For more information on Fishbowl, call 703.836.3421 x.124, email avonutter@fishbowl.com or visit www.fishbowl.com.

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