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The Leading Investor in Expanding Mid-Atlantic Information Technology Companies

Edison Venture Completes Follow-on Investment in Fishbowl Supports Growth of VA-based Interactive Marketing Company

LAWRENCEVILLE, NJ, March 27, 2008 – -- Edison Venture Fund announces completion of a \$1.0 million follow-on investment for Fishbowl headquartered in Alexandria, VA. Edison's cumulative investment reached \$8 million. Valhalla Partners led the growth financing round totaling \$12 million for this late stage business. The use of proceeds will expand sales, marketing and product development.

Fishbowl is the leader in permission-based email marketing solutions for the restaurant industry. Founded in 2000, Fishbowl serves 700 restaurant chains in North America and Europe powering email marketing to over 28,000 locations. Fishbowl's broader marketing solutions provide restaurants with fully integrated mobile promotion, online ordering and online reservations.

"Edison's experience and perspective has been critical to shaping our business strategy," observed Scott Shaw, CEO of Fishbowl. Gary Golding, General Partner, and Steve Vintz, Edison Director Network member, serve on the board of directors. Vintz is the CFO of another Edison success, Vocus (NASDAQ: VOCS). "Fishbowl's management team proves their domain expertise by outpacing competition," commented Gary Golding. "Fishbowl's customers confirm that repeat customers boost revenue," noted Tom Vander Schaaff, Vice President of Analysis who led the diligence process.

Edison has financed and guided seven interactive marketing companies including Cadient, Exclaim, Giant Realm, Innovectra, Operative and Vocus. Edison has invested in 16 Virginia-based companies including CorasWorks, Formatta, 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 \$5 to 8 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, McLean, VA, New York, NY, Needham, MA and West Chester, PA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Axent, Dendrite, E-Transport, Gain Capital, MathSoft, Princeton Financial, VirtualEdge, Visual Networks 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 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 703-836-3421.

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