



Fishbowl Expands Management Team, Celebrates Record Growth, and Unveils New Programs for 2011

-Company Appoints Mary Scott to President, Joining CEO David Williams to Continue Expansion and Add New Incubation and Corporate Responsibility Arms-

SALT LAKE CITY, Jan. 27, 2011—[Fishbowl](#), provider of the No. 1 selling inventory management program for QuickBooks, today announced an aggressive agenda for continued company and market expansion in 2011. In 2010, Inc. 500/5000, Deloitte Fast 500, Utah 100, UV Fast 50 and Utah Business Fast 50 acknowledged Fishbowl's growth: In the midst of a dismal economy, Fishbowl has achieved three year growth of 120%.

Effective Jan. 1, Fishbowl appointed seasoned tech executive Mary Scott to President. She partners with CEO David Williams to continue the development and growth of Fishbowl and to co-lead the launch of several new products and initiatives including the new CAM (Courage Above Mountains) business incubation center for small businesses.

The new CAM Center at Fishbowl brings together partners including Utah Valley University, Think Atomic/Voonami, Kelly Services, Certiport and Snapp Conner PR to provide incubation, collaboration and business services for small and medium companies. The inspiration for the CAM Center is celebration of the enduring spirit of David William's son Cameron (the original "CAM"), a former Fishbowl employee who passed away in 2008 at age 25.

"As we take Fishbowl to its next level, Mary Scott is a true philosophical ally," said Dave Williams. "She is a driving influence in the new arms of revenue that are spurring our continuing growth. We are forging new territory, and Mary's innovation will be a major factor in our current and future success. She carries a tremendous track record; however I believe Mary Scott's strongest influence as a leader is yet to occur in 2011 and beyond."

Both executives have reaffirmed focus on the continued development of Fishbowl Inventory in 2011, which continues to lead and expand the market for superior inventory management of an unlimited number of inventory items across multiple locations.

About Fishbowl

Based in Orem, Utah, Fishbowl and its cornerstone product, Fishbowl Inventory, give small and mid-size companies access to the level of flexible and mobile inventory management solutions large organizations employ. Fishbowl is the No. 1 requested inventory solution for QuickBooks. For more information, visit: www.fishbowlinventory.com.