Fishbowl Inventory 2011 Inventory Management Software Released
-Enhanced Features and Redesigned User Interface Increase Efficiency and Productivity for Businesses-

SALT LAKE CITY – Nov. 2, 2010 – **Fishbowl**® (www.fishbowlinventory.com) today released Fishbowl Inventory® 2011 with features focused on improving the user interface and expediting the overall inventory management process for small to medium size businesses. Enhancements were also made to the **Manufacturing Option** and **Fishbowl Mobile Warehouse**.

Fishbowl Inventory 2011 integrates with Intuit's QuickBooks and is the **No. 1 requested application** among **QuickBooks** users. The redesigned and larger icons, and a cleaner user interface make **Fishbowl Inventory 2011** look and feel more like **QuickBooks**. The software has a low cost of implementation, expanded feature set and provides an advanced inventory solution for wholesale distributors and manufacturing, allowing businesses to continue using **QuickBooks** as they grow.

"It has always been customary for Fishbowl to implement features most requested by customers," said David K. Williams, CEO of Fishbowl. "Fishbowl Inventory 2011 is no exception. We have added features to ease the workload for users as well as completely updating the user interface to further simplify and streamline the process."

Fishbowl Inventory 2011 was primarily designed to increase efficiencies across the system. Increased speed improves everything from receiving to order fulfillment, shipping and the entire process of tracking and moving inventory. In addition to increased speed and a redesigned user interface, key features include:

Fishbowl Inventory 2011:
- Customizable reports
- Barcode scanning
- Mobile computing

Manufacturing Option:
- Staged Manufacturing
- Multi-Level Bill of Materials
- Custom Work Order Configurations

Fishbowl Mobile Warehouse:
- Pick, Pack & Ship
- Receive
- Cycle Counting

"With every Fishbowl Inventory update, we strive to create the best overall experience and ease of use for all users, experienced and novice, so their end result is a profitable and efficient business," said Williams.

About Fishbowl

A private company based in Orem, Utah, Fishbowl and its cornerstone product, Fishbowl Inventory, make it possible for every small to mid-size company to have the level of flexible and mobile inventory management solutions large organizations enjoy. Fishbowl is the No. 1 requested inventory solution for QuickBooks. For more information, visit: http://www.fishbowlinventory.com.