Fishbowl Launches Point of Sale Software; First Step to SMB Automation

-SalesPoint integrates with Fishbowl Inventory-

SALT LAKE CITY, August 9, 2011— **Fishbowl®** (www.fishbowlinventory.com) today announced the release of **SalesPoint™**, a new point of sale (POS) software add-on to Fishbowl Inventory®, the No. 1 selling add-on for QuickBooks. The release of SalesPoint is part of a larger plan from Fishbowl to provide full business automation for small to medium size businesses (SMB).

"This integrated approach is going to allow SMBs to use Fishbowl to automate all of their business operational needs," said David Williams, Fishbowl CEO. "The bundle gives SMBs powerful retail capabilities only larger companies have traditionally enjoyed."

Fishbowl created SalesPoint with features designed to help retailers close sales as quickly as possible, including:

- **Touch screen capability** – The SalesPoint interface is designed for use with touch screen monitors. All of the buttons are designed for finger friendly operation.
- **Barcode scan ready –** Products are sold by scanning barcodes to add items to an order. This feature improves the accuracy of the POS and inventory management system.
- **Simplicity –** The SalesPoint software design allows users to easily input order information without asking much of the customer. SalesPoint allows the retailer to assist the customer rapidly and move on to the next person in line.

SalesPoint integrates with Fishbowl Inventory to track a product from the time it enters a warehouse to the time it leaves in a customer's hands. The integration eliminates time loss and errors due to double entry and typing product information.

"Fishbowl is working to provide all of the elements SMBs need to fully automate their business operations," said Williams. "In addition to SalesPoint, we will also add a customer relationship management application to the mix later in the year. With QuickBooks, Fishbowl Inventory, SalesPoint and the CRM integration, Fishbowl users will have the essential software they need to completely automate their businesses—a first of its kind for SMBs."

Fishbowl customers can purchase SalesPoint as an add-on to Fishbowl Inventory by contacting their account managers for more details.

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.