



Susan Love
269-781-0600
slove@SchulersRestaurant.com

For Immediate Release

Story available electronically at www.SchulersRestaurant.com

**SCHULER'S LAUNCHES eCLUB PROGRAM WITH FISHBOWL MARKETING
BECKY SAMRA OF MARSHALL WINS RAFFLE DRAWING**

MARSHALL, MI, July 15, 2008 – Schuler's Restaurant and Pub recently launched their new eClub program for emailing information on special events, promotions and retail items to program subscribers. They have partnered with Fishbowl, a leading provider of email marketing to the restaurant industry. Schuler's recently held a raffle drawing to sign up new members, and Becky Samra of Marshall won a \$100 gift certificate for entering the drawing.

"It is important we continue to reach our customers using the tools or technology they want to use. Email isn't for everyone, but there are many customers who prefer to hear from us in this manner," said Larry Schuler, President of Schuler's Restaurant.

Over the years, Schuler's maintained their own database of customers who voluntarily provided email addresses to them. Thousands of email addresses were transferred to the new Fishbowl system earlier this month, and many current Schuler's customers were pleasantly surprised to see a welcome email containing a special promotional offer.

"Maintaining an internal customer database is inefficient since the major email providers continuously change their rules for filtering messages. Fishbowl Marketing has a full-time staff that focuses entirely on staying current with email technology so we can be assured our messages reach the intended recipients," commented Susan Love, Schuler's Marketing Director.

Guests can easily sign up for Schuler's eClub by requesting a form at the restaurant or by registering online at www.SchulersRestaurant.com.

Schuler's Restaurant and Pub, a Michigan dining tradition for 99 years, is located at 115 South Eagle Street in historic Marshall, Michigan, and is open every day except Christmas. For more information about dining at Schuler's, including private banquets, meetings and catering, call 269-781-0600 or 877-724-8537 or email sales@SchulersRestaurant.com.

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