



## **MyPunchbowl delivers holiday greetings with introduction of eCard Studio**

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*New MyPunchbowl eCard Studio offers beautiful, customizable, free eCards in time for holidays*

Framingham, Mass. (PRWeb) November 24, 2008 – MyPunchbowl, a critically acclaimed website to organize and plan parties and events, today announced the launch of MyPunchbowl eCard Studio. MyPunchbowl eCard Studio offers beautiful, customizable and free eCards that are perfect for the holiday greeting card season.

MyPunchbowl eCard Studio enables users to create eCards that have the look and feel of traditional paper greeting cards. With complete customization controls, users can modify color, text, fonts, or upload their own photo to create a truly personalized design. MyPunchbowl eCard Studio offers hundreds of designs and provides an eco-friendly alternative for those who want to send beautiful holiday eCards, attractive birthday eCards, or thoughtful thank you eCards.

“In these challenging economic times, we’re excited to introduce a product that makes it possible to send high-quality online greeting cards without the cost of paper and stamps,” said Matt Douglas, CEO, Punchbowl Software. “MyPunchbowl eCard Studio surpasses what most people thought was possible for an eCard website.”

With MyPunchbowl eCard Studio, users can easily share their customized eCard over email or on social networking sites such as Facebook and Twitter. These sharing features make it easy to send holiday greeting cards to your friends quickly and easily.

“I didn’t think it was possible to send high-quality Christmas eCards through the web,” said Laura Salafia, a MyPunchbowl user. “With unique designs and the ability to include a picture of my family, I’m turning to MyPunchbowl eCard Studio for my holiday cards this year.”

Key functionality of MyPunchbowl eCard Studio allows users to:

- Choose from hundreds of pre-made, customizable, free eCards for a variety of occasions
- Instantly customize the color of your eCard
- Upload your own photo to create your own eCard
- Add personalized text or include an additional note beside your eCard
- Send your eCards to multiple email addresses at the same time
- Share your eCard on social networking sites such as Facebook and Twitter

MyPunchbowl eCard Studio is the perfect complement to the extensive event and party planning capabilities available on MyPunchbowl. With the addition of eCard Studio, MyPunchbowl adds another feature to enhance the end-to-end party planning experience. To try MyPunchbowl eCard Studio today, visit <http://www.mypunchbowl.com/ecards>.

### **About Punchbowl Software**

Punchbowl Software is the company behind the critically acclaimed event-planning website MyPunchbowl.com. The company was founded by software and user interface experts Matt Douglas and Sean Conta, who have prior management experience at Adobe Systems and Bose Corporation. MyPunchbowl’s extensive event planning tools enable hosts to organize and plan exceptional events. MyPunchbowl’s innovative features combine style and function to allow hosts to manage all aspects of event planning with ease and confidence. The company is located in Framingham, Massachusetts and is backed by Intel Capital and Contour Venture Partners. To learn more, visit <http://www.mypunchbowl.com>

Company Contact: Matt Douglas, 650.814.3393 or Stephanie Fader, 508.270.3848