



## MyPunchbowl.com Acquires I'm In!, Launches Local Vendor Portal

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*Acquisition of I'm In! propels MyPunchbowl into the local party planning market*

Framingham, Mass. (PRWeb) November 17, 2009 – Punchbowl Software, Inc., developers of the start to finish party planning site MyPunchbowl.com, today announced the acquisition of I'm In! (imin.com), through a transaction with GroupGo LLC. I'm In! previously operated as a site for group travel and local trip ideas. Financial terms of the agreement were not disclosed.

Using assets of I'm In!, MyPunchbowl today launches a comprehensive local vendor portal for the party planning market. The new MyPunchbowl local vendor portal includes over one million vendors that are suitable for parties and events. Vendor categories include Artists, Attire, Bakeries, Balloons, Bands, Caterers, Churches & Synagogues, DJs, Entertainers, Event Planners, Event Staffing & Services, Florists, Musicians, Photographers, Rentals & Equipment, Transportation, and Venues & Locations.

"Our new local vendor portal enables small businesses to connect directly with consumers who are actively planning events," said Matt Douglas, CEO, Punchbowl Software. "The acquisition of I'm In! has accelerated our entry into the local party planning market."

The local vendor portal also includes the ability to search for party venues and locations. As hosts plan events on MyPunchbowl, they can now search for a venue for their party in the new venue finder. Hosts enter their location and choose from twelve venue categories including birthday party venues for kids & adults, restaurants, and baby shower venues. After a venue is selected, hosts can populate the location and address directly onto their online invitation.

MyPunchbowl also now offers featured listings for venues. Featured locations receive priority placement on the venue finder. Retail venues and chains that service the party planning market can contact MyPunchbowl to get a featured listing.

To search vendors in MyPunchbowl's Vendor Portal, visit <http://www.mypunchbowl.com/vendors>

### **About Punchbowl Software**

Punchbowl Software is the company behind the critically acclaimed website MyPunchbowl.com. MyPunchbowl.com helps consumers plan parties from start to finish with ideas, [online invitations](#), favors, gift registries, photo/video sharing, and more. Popular for life milestone events such as birthday parties, baby showers, and holiday parties, MyPunchbowl.com lets you infuse your personality into every aspect of a party. In addition to our award-winning party planning site, MyPunchbowl.com offers [free eCards](#), a useful [Birthday Reminders](#) service, [Engagement Announcements](#), and a content site called Reasons to Celebrate. Founded by software and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, Massachusetts and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.mypunchbowl.com>.

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