



MyPunchbowl.com Announces Partnership with Oriental Trading Company

MyPunchbowl.com, the leader in start to finish party planning, partners with Oriental Trading Company to offer party supplies to event hosts

Framingham, Mass. (PRWeb) September 22, 2009 – MyPunchbowl.com today announced the launch of MyPunchbowl Party Supplies in partnership with Oriental Trading Company. The new Party Supplies portal powered by Oriental Trading is the perfect complement to MyPunchbowl's award-winning start to finish [party planning](#) site. The announcement was made in conjunction with the start of the Shop.org tradeshow in Las Vegas.

As customers plan events and parties on MyPunchbowl.com, they can now shop from a massive selection of Oriental Trading Company's best-selling [party supplies](#). MyPunchbowl Party Supplies is organized by occasion and matches the types of parties that are most often planned on MyPunchbowl.com — kids and adult birthdays, baby showers, as well as Halloween, Christmas, and New Year's parties.

"We are thrilled to offer our fun and affordable Oriental Trading party supplies to the loyal customers of MyPunchbowl.com," said Sam Taylor, CEO, Oriental Trading Company. "The common characteristics of our customers make this partnership a win-win solution for our business."

Through technology developed by MyPunchbowl, inventory from Oriental Trading is updated on a nightly basis. The party supplies portal displays featured products as well as best sellers. After planning an event, MyPunchbowl.com customers can quickly and easily find party supplies that match the theme of the event they are planning. The site also features an integrated search engine to find relevant products among tens of thousands offered on the site.

"We found the ideal partner in Oriental Trading Company," said Matt Douglas, CEO, Punchbowl Software. "As the nation's largest direct marketer of party supplies, Oriental Trading provides our customers with party supplies that meet our customers' wide array of party planning needs."

To shop MyPunchbowl Party Supplies, visit <http://www.mypunchbowl.com/party-supplies>

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. MyPunchbowl.com partners with leading retailers and online media companies to offer party planning and [free eCards](#) to their visitors. 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>.

About Oriental Trading Company

Oriental Trading Company is the nation's largest direct marketer of party supplies, arts and crafts, toys and novelties, and a leading direct marketer of school supplies and value-priced home décor and giftware. Recognized as one of the Top 50 Catalog Companies, Oriental Trading Company employs approximately 3,000 employees and offers over 35,000 products to individuals, teachers, schools, churches, businesses and not-for-profit organizations. From pink flamingos, yo-yos and grass skirts to holiday decorations, scrapbooking supplies, and crafts, Oriental Trading Company makes the world more fun! www.orientaltrading.com.

Company Contact: Matt Douglas, 650.814.3393 or Stephanie Fader, 508.283.4643