



MyPunchbowl.com Releases Breakthrough “Pick-a-Date” functionality, adds to its leadership position

“Pick-a-Date” includes a real-time algorithm to drive group consensus, functionality unrivaled in event and party planning web-based software

Natick, Mass. (PRWeb) May 22, 2007 – MyPunchbowl.com today released breakthrough “Pick-a-Date” functionality, adding to its leadership position as the most sophisticated event and party planning site on the web. MyPunchbowl.com is located at <http://www.mypunchbowl.com>

MyPunchbowl helps consumers celebrate, and is the perfect product for planning holidays, life milestone events, as well as adult and kids birthday parties. Pick-a-Date offers unrivaled functionality, making MyPunchbowl ideal for coordinating summer parties and barbecues. “Now I can make sure the most important people are at my Fourth of July party,” said Nora Brennan, a new MyPunchbowl user, “MyPunchbowl’s Pick-a-Date is so easy to use and incredibly helpful.”

MyPunchbowl is the first event and party planning website to offer a real-time algorithm which drives group consensus and automates date selection for the host. Unlike current methods which require the host to manually settle on a date from a group’s overall responses, MyPunchbowl allows the host to indicate which guests are the most important (VIPs) and offers a unique method to drive group consensus. When a guest responds, MyPunchbowl Pick-a-Date places each guest response under one date option based on their availability. As more guests respond, the software groups guests together in real-time to form consensus. Group dynamics then influence individual behavior as future guests choose a date to align with the majority. This unique method helps quickly drive group consensus and automates date selection for the host.

The MyPunchbowl Pick-a-Date functionality culminates months of research and development and extensive customer input. “We believe Pick-a-Date offers breakthrough functionality for event and party planning,” said Matt Douglas, Founder, Punchbowl Software, “this advances MyPunchbowl.com as the most user-friendly and sophisticated event and party planning software on the web.”

Key MyPunchbowl Pick-a-Date features include:

- Real-time adjustment of the best date based on guest availability
- Current consensus is indicated for all guests, to drive consensus to a specific date
- An unlimited number of potential dates and times
- A message board to quickly communicate with potential guests
- Ability to easily create a Save the Date or Invitation using the consensus date

MyPunchbowl Pick-a-Date is available to MyPunchbowl users. To sign up for a free MyPunchbowl account, visit <http://www.mypunchbowl.com>

About Punchbowl Software:

Punchbowl Software was founded by software and user interface experts Matt Douglas and Sean Conta. They were frustrated with the current available methods for planning an event or party and knew there had to be a better way. Matt was previously in senior management positions at Bose Corporation and Adobe Systems. Sean has held positions at Zildjian Cymbals and Innoveer Solutions as a user-experience specialist. The company is located in Natick, MA in the heart of the Metrowest technology center of Boston. To learn more, visit <http://corp.mypunchbowl.com>

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