



## MyPunchbowl adds party planning notification system, launches Facebook game

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*New version of popular site includes host and guest alerts for every stage of party planning*

Framingham, Mass. (PRWeb) February 26, 2008 – Punchbowl Software, the developers of MyPunchbowl.com today announced the launch of a new version of their popular event and party planning website.

MyPunchbowl now includes a sophisticated party planning notification system, named “Buzz”, which tracks host and guests interactions as they happen. MyPunchbowl Buzz offers the host personalized alerts during every phase of party planning. Guests can enable their own alerts on the site by signing up for a MyPunchbowl account. The notification layer has been built to be expandable to other technologies such as RSS, instant messaging, and mobile messaging (SMS), all of which will be added to the site in the future.

“MyPunchbowl Buzz raises the bar for online party planning,” said Matt Douglas, CEO, Punchbowl Software. “Hosts and guests can now share rapidly updating content during every phase of party planning.”

MyPunchbowl offers a modern, user-friendly interface that adapts to the party planning needs of the host. Unique features such as “Pick a Date” and “Party Checklist” along with online invitations help hosts with coordination and logistics through every stage of party planning.

Along with the Buzz notification system, the new version offers numerous new additions:

- The entire site has been widened for a contemporary, modern design
- New dashboard provides alerts, searchable party planning advice, parties you’re hosting, and parties you’re invited to all in one convenient page
- Dozens of new online invitations themes including St. Patrick’s Day and Birthday Party
- Users can now add additional email addresses to their account in order to aggregate parties they are invited to in one MyPunchbowl account.
- Party Planning advice blog now searchable and available as an RSS feed
- “Start your party” wizard quickly customizes MyPunchbowl to fit the needs of the host

Punchbowl Software also announces the launch of a new game available on the popular social networking website Facebook. “The Hangover Game” is an entertaining diversion for Facebook users. The Hangover Game challenges Facebook users to be the first among their friends to collect all of the 100 Hangover cards. The game features party situations that will make you laugh so much you’ll want to share them with your friends. Facebook users can play The Hangover Game for free at <http://www.facebook.com/apps/application.php?id=8118423374>

### **About Punchbowl Software:**

Punchbowl Software was founded by software and user interface experts Matt Douglas and Sean Conta. They were frustrated with the 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 Framingham, MA in the heart of the Metrowest technology center of Boston and is backed by Intel Capital. To learn more and sign up for a free account, visit <http://www.mypunchbowl.com>

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