



Remember the birthdays that matter the most with MyPunchbowl

MyPunchbowl launches Birthday Reminders service, offering an easy and dependable way to keep track of the birthdays that matter the most

Framingham, Mass. (PRWeb) March 23, 2009 – In this era of large social networking sites and impersonal online relationships, we all need an easy and dependable way to keep track of the birthdays that matter the most. Enter MyPunchbowl Birthday Reminders.

The new product, from the company behind the award-winning party planning site MyPunchbowl, offers a simple service to remember the birthdays of the people in your life that matter the most – your sister, your brother, your parents, your grandparents, and your close friends.

“I’ve got hundreds of ‘friends’ in my social network, and it’s hard to sort out the birthdays that really matter,” said Dawn Dowling, a MyPunchbowl user. “MyPunchbowl Birthday Reminders helps me remember the birthdays of the 30 to 40 people that mean the most to me.”

MyPunchbowl Birthday Reminders includes the ability to create groups of birthdays for simple organization. Users can create groups or select from the suggested groups, which include Friends, Immediate Family, Extended Family, Work Colleague, and even Pets. Not only do the groups keep your birthday reminders organized, but also you can quickly share a group with others. This feature is perfect for couples or friends where one of the pair is more organized.

Additional features of MyPunchbowl Birthday Reminders enable users to:

- Sign up for the service using your Facebook account
- Request birthdays from family and friends via email and watch your list grow
- Use Facebook and Twitter to collect birthdays
- Organize birthday reminders into helpful groups
- Easily share your reminder list groups with others
- Customize settings to specify the time and frequency of your birthday reminders

MyPunchbowl Birthday Reminders connects seamlessly with the award-winning, web-based applications available on MyPunchbowl. Upon receiving a birthday reminder, users can easily begin planning a party using MyPunchbowl Party Planning or send truly personalized birthday greetings using MyPunchbowl eCard Studio.

“MyPunchbowl Birthday Reminders is the perfect complement to the personalized event planning and free eCards available on MyPunchbowl,” said Matt Douglas, CEO, Punchbowl Software. “With the addition of Birthday Reminders, MyPunchbowl offers another innovation to help our customers celebrate life’s milestones in the most personal way.”

To create your free birthday reminder list, visit <http://www.mypunchbowl.com/birthday-reminders>

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed website MyPunchbowl.com. MyPunchbowl is the most personal way to celebrate life’s milestones with an award-winning event-planning site, sophisticated eCards, and birthday reminders. MyPunchbowl’s innovative features are specifically designed to give people the ability to personalize their events and customize their eCards to celebrate in their own way. 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. 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>

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