



MyPunchbowl Reshapes Fine Stationery Market with Unveiling of Digital Invitation Studio

MyPunchbowl Digital Invitation Studio offers a beautiful collection of customizable digital invitations, envelopes, postage, and decorative embellishments for events and celebrations

Framingham, Mass. (PRWEB) June 3, 2010 – MyPunchbowl.com, the leader in start to finish party planning, today unveiled MyPunchbowl Digital Invitation Studio — a beautiful collection of customizable digital invitations, envelopes, postage, and decorative embellishments for events and celebrations.

MyPunchbowl Digital Invitation Studio offers hundreds of stylish and modern invitations and save the dates, each with companion envelopes in a variety of shapes, sizes, and colors. The exceptional array of designs can be customized with embellishments that include envelope liners, postage, and personal photos. The result is a beautiful custom invitation with a matching custom envelope delivered right to a guest's inbox that replicates the act of opening a traditional paper invitation.

"MyPunchbowl Digital Invitation Studio allows hosts to send elegant invitations that rival real paper," said Matt Douglas, CEO, Punchbowl. "With the guest experience of receiving an invitation in an envelope, we expect to see more hosts making the shift from paper invitations to digital invitations."

Highlights of MyPunchbowl Digital Invitation Studio include:

- Hundreds of digital invitations in a variety of shapes and stunning color palettes
- Custom accents and embellishments including envelope liners, rubber stamps, and postage
- Thoughtful suggestions for wording your invitation
- Improved guest experience that replicates the act of opening a traditional paper invitation
- Ability to upload and resize multiple photos to your invitation

"As a believer in online party planning, I'm thrilled about the next generation of digital invitations from MyPunchbowl," said Harry Lin, former GM of Evite and Board Advisor to Punchbowl. "Digital Invitation Studio will exceed consumers expectations for what's possible online."

MyPunchbowl Digital Invitation Studio can help you create a beautiful invitation for any occasion. Whether you want to send an elegant save the date for a bridal shower, build excitement for your child's themed birthday with a matching invitation, or celebrate your graduate with a polished design, Digital Invitation Studio makes sending stylish, modern invitations effortless.

Take a sneak peak at Digital Invitation Studio: <http://www.mypunchbowl.com/digital-invitations>

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. In addition to our award-winning party planning site, MyPunchbowl.com offers free eCards, a useful Birthday and Holiday 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, MA and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.mypunchbowl.com/corporate>

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