



New website for party planning MyPunchbowl.com debuts

MyPunchbowl.com launches just in time for the "big game" and those who are planning to host a party on Sunday, Feb. 4. MyPunchbowl spans every phase of at-home party planning, providing consumers with easy-to-use software in an innovative workflow interface. With simple tools, hosts and guests now have features to effortlessly plan and socialize before and after a party.

Natick, Mass. (PRWeb) January 16, 2007 – In time for millions of “big game” parties, Punchbowl Software Inc. today launched MyPunchbowl.com, a new Web application for event and party planning. MyPunchbowl.com offers an innovative user interface for every phase of event and party planning.

MyPunchbowl was designed for at-home events and parties, making it the perfect product for planning holidays, life milestone events, and the "big game." Considered the top at-home party event of the year, the National Football League's Super Bowl® will give more than 21.5 million consumers a reason to host a party, according to the National Retail Federation.

MyPunchbowl spans every phase of at-home party planning, providing consumers with easy-to-use software in an innovative workflow interface. With simple tools, hosts and guests now have features to effortlessly plan and socialize before and after a party. Key features include:

- “Save the Date” functionality to inform guests early in the planning process
- Ability to create customized invitations to send to family and friends
- Personal photo upload and photo search from Yahoo Flickr®.
- Easy import of email addresses via the Plaxo address book widget
- Stress-free RSVP to ensure a more personal interaction between host and guest
- A party message board to network and socialize before and after a party
- A party store locator to find party supplies anywhere in the United States
- Numerous “after party” features to reminisce and share party memories

Built on Web 2.0 technologies

MyPunchbowl is built on the open source web framework Ruby on Rails with significant usage of AJAX (*Asynchronous JavaScript and XML*) technology. Together, these technologies provide party planners with tools that are unprecedented on the web.

MyPunchbowl is well positioned for growth

Although not measured as a segment, research has shown that the party market is a large market that continues to grow. Paper & Party Retailer's 21st annual survey revealed that industry dollar volume for party supplies was \$10.2 billion in 2006. Specific holidays are growing as well; the National Retail Federation estimates that Halloween spending reached \$4.96 billion in 2006, and 24.3 percent of consumers attended a Super Bowl® party.

“MyPunchbowl is an exciting new addition to the party industry,” said Sal Perisano, CEO, iParty Corporation. “We're eager to see how consumers respond to this new website.”

As other new features and functionality become available, they will be added to www.mypunchbowl.com to enable users to pull together the various components necessary for an at-home party. A typical party requires the host to perform numerous disconnected tasks: pick a date, choose catering and entertainment, purchase party supplies, and rent party equipment... to name a few.

“We believe MyPunchbowl will offer vendors in the party industry a unique channel to reach consumers who are actively planning celebrations at home,” said Matt Douglas, Founder, Punchbowl Software. “We will fill a market need to connect consumers and vendors in an efficient and cost-effective way.”

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 a 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://www.mypunchbowl.com>

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