



Punchbowl adds mobile capabilities to its party planning platform

Punchbowl.com launches iPhone app and new mobile view for smartphones

Framingham, Mass. (PRWEB) February 1, 2011 – Punchbowl, the one-stop site for start to finish party planning, today announced the availability of an iPhone app as well as a new mobile view for smartphones. Party planning hosts and guests can now easily access events while they're on the go.

“Punchbowl is the first site in the party planning market to offer a complete mobile solution for consumers,” said Matt Douglas, CEO, Punchbowl. “The addition of this mobile functionality to our platform makes Punchbowl the obvious choice for party planning.”

The Punchbowl app complements the website with easy access to the site's party planning features in the palm of your hand. Hosts can view their guest list, invite new guests, check their Potluck and To Do lists, and see guest comments on their Message Board. The app uses a host's location to provide a list of local party vendors in their area. Punchbowl local vendor categories include Bakeries, Balloons, Catering, Flowers, and Party Rentals.

Punchbowl also now offers a streamlined mobile-enabled smartphone experience. For example, when a guest receives an invitation on their smartphone, they can immediately respond, see who else has been invited, access event details, and view a map.

Key mobile features include:

- View current and past events, including the guest list and Message Board
- RSVP and see the guest list
- Invite more guests
- View Potluck and To-Do lists
- View map and directions
- Find local vendors for a party

Punchbowl is a leading destination site for party planning including events such as birthdays, baby showers, holiday parties, and graduations. In addition to the site Punchbowl.com, the company licenses its platform to leading retailers such as Oriental Trading Company and 1-800-FLOWERS.

To download the Punchbowl app for iPhone, search 'Punchbowl' in the iPhone app store or visit: <http://itunes.apple.com/us/app/punchbowl/id406981722?mt=8>

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed website Punchbowl.com. Punchbowl is the one-stop site that helps smart moms and savvy professionals plan a party from start to finish. The site offers a modern, effortless way to plan an unforgettable celebration with party planning features including customizable online invitations, potluck organization, gift registries, local vendor search, and much more. 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.punchbowl.com/corporate>

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