



Punchbowl awarded “Best Consumer Tech that Makes Life Easier” at the 2011 MITX Innovation Awards

Start to finish party planning site given highest honor for consumer technology at MITX Awards

Framingham, Mass. (PRWEB) June 22, 2011 – Punchbowl, the one-stop site for start to finish party planning, has been selected winner in the category of “Best Consumer Tech that Makes Life Easier” at the 2011 MITX Innovation Awards.

The annual MITX Innovation Awards program is the largest awards competition of its kind and celebrates innovations powering the future of marketing and revolutionizing the way we work and play. The MITX Award winners were announced in 11 general categories, several “Best of” categories, the PricewaterhouseCoopers Promise Award, People’s Choice Awards for VC and Angel Investor of the Year. The sold-out ceremony was held on June 16th at the Westin Boston Waterfront.

“We created the Innovation Awards to give exciting digital and Internet companies a chance to showcase their ideas and creativity,” said MITX President Debi Kleiman. “This year’s winners represent the very best of New England’s talent, and MITX is thrilled to honor their achievements.”

Punchbowl is the leading destination site for start to finish party planning. The site offers a modern, effortless way to plan a party with innovative features that include customizable online invitations, potluck organization, gift registries, local vendor search and much more. Punchbowl guides a host through all of the steps of party planning and solves common problems along the way. The site is extremely popular with moms and is ideal for summer gatherings, birthday parties, baby showers, holiday parties, and more.

“To be honored as the ‘Best Consumer Tech that Makes Life Easier’ is wonderful validation of what our customers have been telling us all along,” said Matt Douglas, Founder & CEO, Punchbowl. “Innovation is at the heart of what we do at Punchbowl every day.”

Judges for the MITX Awards included over 100 industry professionals representing various disciplines including creative directors, designers, technologists, online media representatives, investors, and business professionals. The 2011 Innovation Awards were sponsored by Digitas, Isobar, DLA Piper, PricewaterhouseCoopers, The Atom Group, BostInnovation, ISITE Design, Metropolis Creative, TCN, and VentureFizz.

Sign up for free Punchbowl account at <http://www.punchbowl.com>

About Punchbowl Software Inc.

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. Punchbowl also licenses its technology to leading retailers such as Oriental Trading Company and 1-800-FLOWERS. 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>

About MITX

Established in 1996, MITX -- the Massachusetts Innovation & Technology Exchange -- is the leading industry organization focused on the web and mobile, bringing together the

digital marketing, media and technology community to engage in what's next and how it will impact the marketing and business worlds. Connecting more than 7,500 professionals in New England, MITX is a dynamic community of thought leaders and collaborators in search of insight, education and opportunity. Creator of FutureM, MITX is located in Cambridge, MA. For more information, visit <http://www.mitx.org/>.

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