



## **Punchbowl unwraps Digital Invitation Studio, offers unparalleled online stationery without the cost of paper and postage**

---

*Beautiful collection of free, pre-packaged online stationery sets for events and celebrations, complete with invitations, envelopes, liners, rubber stamps, and postage*

Framingham, Mass. (PRWEB) October 4, 2010 – Wouldn't it be great if you could have the quality, experience, and personalization of printed invitations without the cost of paper and postage? Today, Punchbowl.com, the one-stop site for start to finish party planning, has reshaped the fine stationery market with the unwrapping of Digital Invitation Studio — a beautiful collection of free, pre-packaged online stationery sets for events and celebrations, complete with invitations, envelopes, liners, rubber stamps, and postage.

With hundreds of pre-packaged online stationery sets in stunning designs and color palettes, Digital Invitation Studio turns the page on paper as the sole option for hosts who want the elegance of printed invitations. In addition to beautiful stationery sets and custom accents, Digital Invitation Studio allows hosts to deliver a stamped envelope directly to a guest via email and replicates the act of opening a paper invitation.

"For the first time in online party planning, there exists an alternative to traditional paper invitations without any of the associated costs," said Matt Douglas, CEO, Punchbowl. "With envelopes in different shapes and colors, themed postage stamps, and realistic postmarks, Digital Invitation Studio offers the quality and sophistication of paper invitations for free."

Highlights of Digital Invitation Studio include:

- Hundreds of pre-packaged stationery sets in stunning designs and color palettes
- An assortment of standard envelope sizes in multiple color options
- Custom accents such as envelope liners and rubber stamps
- Free customizable postage stamps
- Improved guest experience that replicates the act of opening a traditional paper invitation

"The distinction between digital and paper invitations has been eliminated with Digital Invitation Studio," said Michael Waxman-Lenz, former GM of AmericanGreetings.com and Punchbowl Board Director. "Consumers can use Punchbowl for all aspects of planning a party online — from sending invitations, to managing the guest list, to finding local vendors."

Over one million registered users have chosen Punchbowl for party planning. Punchbowl is ideal for planning birthday parties, baby showers, Halloween parties, Christmas parties, and even Thanksgiving dinner. In addition to the consumer site Punchbowl.com, the company licenses its technology to leading retailers such as Oriental Trading Company and 1-800-FLOWERS.

To explore Digital Invitation Studio, visit: <http://www.punchbowl.com/digital-invitations>

### **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, free eCards 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>

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