



## **Punchbowl Acquires Event Management site Socializr.com**

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*Acquisition of Socializr accelerates Punchbowl's growth in party planning market*

Framingham, Mass. (PRWEB) November 12, 2010 – Punchbowl.com, the one-stop site for start to finish party planning, today announced the acquisition of Socializr.com, a site for party planning and event management. With the transaction, Punchbowl has acquired key assets and technology from Socializr Inc. Financial terms of the agreement were not disclosed.

The announcement comes on the heels of the company's acquisition of the domain Punchbowl.com and a fresh, new look for the site. In addition, the company recently unwrapped the unparalleled 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.

Friendster founder Jonathan Abrams, a pioneer in social networking, launched Socializr as an event management platform that combined customized event invitations with a social networking component. Socializr customers have embraced the site for its ease of use and social media integration.

“Joining forces with Punchbowl allows us to provide Socializr customers with a more comprehensive event management solution,” said Jonathan Abrams, Founder, Socializr. “We’re thrilled to help Punchbowl grow and accelerate the business.”

With more than one million registered users, Punchbowl is the leader in start to finish party planning. Punchbowl offers a modern, effortless way to plan an unforgettable celebration with party planning features including customizable online invitations, potluck organization, gift registries, local party vendors, and much more. The site is ideal for planning birthday parties, baby showers, Christmas parties, and even Thanksgiving dinner.

“Expanding our reach with the acquisition of Socializr will accelerate the growth of our company,” said Matt Douglas, CEO, Punchbowl. “We are excited to welcome Socializr customers to Punchbowl just in time for the holiday party planning season.”

To create a free Punchbowl account, visit: <http://www.punchbowl.com>

### **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 digital 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>

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