



Punchbowl® launches #AdiosEvite campaign and sweepstakes

New campaign encourages people say goodbye to Evite® and hello to Punchbowl; Twitter sweepstakes offers the chance to win a \$1,000 American Express gift card

Framingham, MA (PRNewswire) October 20, 2014 — Punchbowl®, the new gold standard in online invitations, today announced the #AdiosEvite campaign and sweepstakes to encourage users to say goodbye to Evite® and hello to Punchbowl. Twitter users can enter the sweepstakes by tweeting about why they don't like Evite and including the #AdiosEvite hashtag. The winner of a \$1,000 American Express gift card will be chosen at random from eligible tweets.

Millions of people have already said hello to Punchbowl. The site provides a best-in-class experience that allows hosts to send intelligent invites — from their tablet, phone, or desktop — that have the look and feel of paper with the convenience of digital.

“Punchbowl is the new gold standard in online invitations,” said Matt Douglas, CEO, Punchbowl. “We're thrilled to help people tell their friends, family, and colleagues that it's time to say goodbye to Evite.”

The launch of the #AdiosEvite campaign and sweepstakes comes on the same day that Punchbowl unveiled a stunning new user interface and announced the “Characters Kids Love” collection of online invitations. The collection has hundreds of branded invitations that feature iconic, beloved characters that are perfect for kids birthday, Halloween, and Christmas parties. Select designs also have the ability to add a child's photo next to the character.

To enter the #AdiosEvite sweepstakes, send a tweet about why you don't like Evite and include the hashtag in your tweet. The contest is subject to the following:

- All entries will be eligible to win a \$1,000 American Express gift card. One winner will be chosen at random from eligible entries.
- Entries that contain inappropriate content are subject to company's discretion and community standards, and will not be entered to win.
- The sweepstakes runs from October 20, 2014 through May 5, 2015 at 11:59pm PST.
- The winner will be notified no later than May 31, 2015.

To learn more about the #AdiosEvite sweepstakes visit: <http://www.punchbowl.com/adios-evite>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website [Punchbowl.com](http://www.punchbowl.com), the new gold standard in online invitations. The site includes the “Characters Kids Love” online invitation collection, which features iconic, beloved characters. More than 85 million people have sent and received online invitations and digital greeting cards from Punchbowl. The company was founded by technology entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Intel Capital and Contour Venture Partners. To learn more, visit <http://www.punchbowl.com/company>

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