



## **Punchbowl launches Amazon.com Gift Cards in time for Mother's Day and Graduation season**

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*Punchbowl.com now an authorized and independent reseller of Amazon.com Gift Cards*

Framingham, MA, (PRWEB) May 11, 2012 — Today, Punchbowl.com, the leader in start to finish party planning and digital greeting cards, announced that they are now an authorized and independent reseller of Amazon.com Gift Cards. Punchbowl has seamlessly integrated Amazon.com Gift Cards with the site's digital greeting cards just in time for Mother's Day and graduation – two of the most popular occasions for sending gift cards.

Punchbowl offers Amazon.com Gift Cards for several occasions. In addition to Mother's Day and graduation, Amazon.com Gift Cards can be purchased for Father's Day, birthdays, anniversaries, and more. The integration with the site's digital greeting cards enables card senders to choose from a variety of designs that match the digital greeting card that they've selected. Once the sender has purchased the gift card, the gift card and digital greeting card are emailed to the recipient's inbox in a way that replicates the act of sending a gift card in a traditional paper greeting card.

"We're excited to offer Amazon.com Gift Cards to our users," said Matt Douglas, CEO, Punchbowl. "The integration with our digital greeting cards is another step in our vision to provide a digital experience that rivals a traditional paper greeting card."

Highlights of Punchbowl's integration of Amazon.com Gift Cards include:

- Hundreds of gift card designs that match free digital greeting card designs
- Online delivery replicates the act of receiving a gift card inside a paper greeting card
- Denominations range from \$25 to \$500
- Redeemable towards millions of items at Amazon.com
- Amazon.com Gift Cards do not expire

Punchbowl has received critical acclaim and industry recognition for its usability and simplicity. The award-winning party planning site launched digital greeting cards in September 2011 as a way to send thoughtful well-wishes online that have the look and feel of a traditional paper greeting card. Punchbowl also licenses its digital card product to leading media and retail companies, including Real Simple and Oriental Trading Company.

To send an Amazon.com Gift Card inside a free digital greeting card, visit:

<http://www.punchbowl.com/ecards/gift-cards>

### **About Punchbowl, Inc.**

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the one-stop site that helps smart moms and savvy professionals celebrate special occasions, milestone events, and holidays. Punchbowl offers a modern, effortless way to plan an unforgettable celebration with start to finish party planning. In addition, the site offers digital greeting cards that have the look and feel of a traditional paper card. 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/company>