



Party planning site Punchbowl launches Disney digital invitation collection

Punchbowl introduces free online invitations themed to beloved Disney favorites such as Mickey Mouse, Minnie Mouse, Disney Princess, Disney Fairies, Toy Story, Cars and The Muppets

Framingham, MA - February 5, 2014 — Punchbowl, the leader in start-to-finish party planning today announced the introduction of *The Disney Digital Invitation Collection*. As the exclusive provider of digital invitations for Disney Interactive's Spoonful.com, Punchbowl will provide digital invitations featuring Mickey Mouse, Minnie Mouse, Disney Princess characters, Disney Fairies characters, Disney•Pixar's Cars, Toy Story, The Muppets and more.

Designed in collaboration with Disney's award-winning creative staff, the collection enables parents to send free digital invitations as the perfect complement to Disney-themed parties. The invitations can be customized and shared via email and social media and feature iconic Disney characters that are beloved by children and parents alike.

"We're thrilled to be named the exclusive provider of digital invitations for Disney Interactive," said Matt Douglas, CEO, Punchbowl. "Our agreement solidifies Punchbowl as the online leader in the kids birthday party market."

This exciting new initiative provides the modern, digital mom with an easy way to create an unforgettable Disney-themed party for her child, from inspiration to invitation. Spoonful.com inspires families to create memorable moments every day with crafts, recipes and party ideas, and Punchbowl makes it easy for moms to plan parties online from start to finish.

In addition to party planning online, Punchbowl enables parents to shop for matching Disney-themed party supplies and decorations on its website. No other site combines best-in-class party planning with a state-of-the-art online retail experience available for web, tablets, and mobile phones.

The Disney Digital Invitation Collection features invitation designs featuring Mickey Mouse, Minnie Mouse, Disney Princess characters, Disney Fairies characters, Toy Story, Cars, The Little Mermaid, Winnie the Pooh, Jake and the Never Land Pirates, Finding Nemo, Frozen, Planes, Phineas and Ferb, Sofia the First, and Brave.

To browse *The Disney Digital Invitation Collection*, visit: <http://www.punchbowl.com/disney>.

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. 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>