



Punchbowl adds gift cards from leading brands and strengthens Digital Greeting Card product

Punchbowl.com offers a modern, thoughtful way to deliver the perfect gift card from brands that recipients will love -- just in time for the holiday season

Framingham, MA, (PRWEB) December 5, 2012 — Today, Punchbowl.com, the leader in start-to-finish party planning and digital greeting cards, announced the availability of several new gift card brands on the site. These new gift card brands can be embedded into digital greeting cards and provide a modern, thoughtful way to deliver the perfect gift.

According to a survey from the National Retail Federation, gift card sales will reach \$28.8B this holiday season. The average consumer will spend \$156 on gift cards, and more than 80% of gift givers plan to buy at least one gift card. The announcement from Punchbowl provides consumers with a new, modern way to send gift cards from brands that their recipients will love.

The selection of gift cards includes leading brands such as Banana Republic, L.L. Bean, GAP, Sephora, and others. Senders handpick a digital greeting card, select a gift card that is perfect for their recipient, and send or schedule the card for delivery. The new gift card offering combined with the site's modern greeting card delivery provides a thoughtful gift in just a few minutes.

"I never know what to get my brother or his kids for the holidays," said Megan Sheffield, mom of two. "With these new brands, Punchbowl makes it easy for me to send a thoughtful gift that I know each of them will love."

Gift card highlights include:

- Popular brands such as Banana Republic, L.L. Bean, GAP, Sephora, and many others
- Modern delivery inside a beautiful digital greeting card with your own heartfelt message
- Online delivery replicates the act of receiving a gift card inside a traditional paper card
- Ability to schedule gift cards to arrive at the date and time of your choosing
- Easy for the recipient to view and redeem, online or in-person
- Denominations range from \$25 to \$500
- Gift cards do not expire

"Gift cards are the number one requested gift at the holidays," said Matt Douglas, CEO, Punchbowl. "No other site offers the ability to send the perfect gift card — from brands your recipient will love — in such a caring and meaningful way."

Punchbowl partnered with CashStar, Inc. to integrate with leading retailers. Through CashStar technology, digital gift cards are delivered on-demand. The full list of available brands includes Banana Republic, GAP, Piperlime, Athleta, Old Navy, Sephora, Spa Week, Charity Choice, L.L. Bean, Lands' End, Wine Enthusiast, Art.com, Travelocity, Aéropostale, and CHEFS Catalog.

Send a digital greeting card at <http://www.punchbowl.com/ecards/gift-cards/seasons-greetings>

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 Internet 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>