



Punchbowl launches touch-friendly user interface for party recipients, releases new consumer trends data about digital celebrations

Leading start to finish party planning site addresses changing consumer behavior with state-of-the-art user interface for tablets and mobile phones

Framingham, MA (PRNewswire) February 5, 2014 — Today, Punchbowl, the leader in start to finish party planning, launched a touch-friendly interface for party recipients on tablets and phones in response to new trends data about digital celebrations. Recent findings show an undeniable consumer shift from paper to digital with 73% of respondents electing to send online invitations over paper.

To address changing consumer behavior, Punchbowl unveiled the latest enhancement to its award-winning site. The new touch-friendly user interface for recipients provides a state-of-the-art experience regardless of device. Party recipients can now step through all party details on their tablet or mobile phone to quickly RSVP, choose an item from the potluck, vote on their favorite snack, or view a map of the party location. The touch-friendly user interface provides hosts with confidence that their guests will have a great first impression.

When it comes to party planning, new consumer trends data concludes that online offers convenience that paper does not. 91% of party hosts say that the ability to easily manage RSVPs online is a big factor in their decision to make the transition to digital. Likewise, 37% of hosts admit that they don't have mailing addresses for people on their guest list, and 72% cite their online address book as a key reason they plan multiple events per year online. Combined with the cost of postage — which the United States Postal Service has increased again — it's easy to see why party hosts have turned to online solutions.

"Our touch-friendly user interface for recipients provides a state-of-the-art experience regardless of device," said Matt Douglas, CEO, Punchbowl. "We're committed to creating best-in-class digital solutions that meet the needs of smart moms and savvy professionals."

The new data also provides insight into the Kids Birthdays sector. More than three-quarters of moms say their child's birthday party theme is influenced by popular TV shows and movies, and 41% of moms say it's very important for the invitation to coordinate with the party supplies so the theme is cohesive. Additionally, 57% say that they're more likely to use a digital invitation if it features popular characters that their kids love. The company recently launched *The Disney Digital Invitation Collection*.

Punchbowl has received critical acclaim and industry recognition for its usability and simplicity. Kids birthdays represent one of the largest party segments planned on the site. Moms can send invitations, get party ideas, manage RSVPs and shop for themed party supplies and decorations.

For more research and trends about the celebrations industry, visit: www.punchbowl.com/trends
To view *The Disney Digital Invitation Collection*, visit: 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>