



Punchbowl® unveils stunning new user interface, launches hundreds of branded online invitations

New “Characters Kids Love” collection with hundreds of branded invitations features iconic, beloved characters perfect for kids birthday, Halloween, and Christmas parties

Framingham, MA (PRNewswire) October 20, 2014 — Punchbowl®, the new gold standard in online invitations, today unveiled a stunning user interface, which offers unparalleled capabilities that are simple and easy to use. The company also announced the “Characters Kids Love” collection, with hundreds of branded invitations that feature iconic, beloved characters that are perfect for kids birthday, Halloween, and Christmas parties.

“Punchbowl is the new gold standard for online invitations,” said Matt Douglas, CEO, Punchbowl, Inc. “Our stunning new interface and the breadth of our ‘Characters Kids Love’ collection propels us far ahead of the competition and leaves Evite® in the dust.”

The new Punchbowl includes touch-friendly controls and capabilities that give hosts the ability to quickly input event details, build a guest list, and send online invitations in just minutes. The result is intelligent invites that can be sent and received on tablet, phone, or desktop and have the look and feel of paper with the convenience of digital.

Punchbowl also unveiled the “Characters Kids Love” collection of online invitations, with hundreds of branded invitations that feature iconic, beloved characters. The characters come to life as online invitations, and include seasonal designs for fall and winter holidays. Select designs also have the ability to add a child’s photo next to the character.

To accompany the launch, Punchbowl also announced the #AdiosEvite campaign and sweepstakes that encourages users to say goodbye to Evite. Twitter users can enter the sweepstakes by tweeting about why they don’t like Evite and including the #AdiosEvite hashtag. More information about the sweepstakes is available in a separate news release.

The new interface and “Characters Kids Love” collection come just months after Punchbowl was named the exclusive provider of online invitations for Disney Interactive. The Disney collection includes online invitations featuring Mickey Mouse, Minnie Mouse, Frozen, Disney Princess characters, Disney Fairies characters, Cars, Toy Story, and The Muppets. Several new invitation designs for the collection were also unveiled today.

To experience the new Punchbowl, visit: <http://www.punchbowl.com>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website 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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