



Punchbowl® debuts online invitation collection starring iconic characters from hit Nickelodeon shows

Punchbowl teams up with Nickelodeon to offer online invitations featuring characters from Teenage Mutant Ninja Turtles, SpongeBob SquarePants, Dora the Explorer, and more.

Framingham, MA (PRNewswire) June 9, 2015 — Punchbowl®, the new gold standard in online invitations, today announced the debut of a new online invitation collection based on hit Nickelodeon shows. The branded invitation collection features iconic, beloved Nickelodeon characters, including *Teenage Mutant Ninja Turtles*, *SpongeBob SquarePants*, *Dora the Explorer*, *Bubble Guppies*, and *Blaze and the Monster Machines*.

“We are excited to work with Nickelodeon to bring these popular characters to life on our online invitations,” said Matt Douglas, CEO, Punchbowl, Inc. “Our relationship reinforces Punchbowl as the online leader in the kids birthday market.”

Created in collaboration with Nickelodeon, the new online invitation collection includes dozens of vibrant designs that have the look and feel of paper and can be created and sent from any device. The branded invitations can be personalized and select designs have the ability to add a child’s photo next to the character on the invite.

“Our iconic characters are a great source of inspiration for kids birthday parties across the country,” said Manuel Torres, Senior Vice President Global Toys and Publishing, Nickelodeon Consumer Products. “We’re thrilled to have Punchbowl make branded online invitations available to parents as they plan these themed parties.”

Highlights of the collection include:

- Dozens of online invitations starring Nickelodeon characters, including *Teenage Mutant Ninja Turtles*, *SpongeBob SquarePants*, *Dora the Explorer*, *Bubble Guppies*, and *Blaze and the Monster Machines*
- Branded designs have the look and feel of paper
- Matching envelope liners, postage stamps and greetings
- Ability to add a photo next to the character on the invite
- Invitations can be easily shared via email or social media

Nickelodeon is the latest brand to bring iconic characters to life through online invitations on Punchbowl. In 2014, Punchbowl launched the “Characters Kids Love” invitation collection, which features beloved characters from Disney, Hasbro, Sanrio, and Sesame Street.

Browse the Nickelodeon online invitation collection here: <http://www.punchbowl.com/nickelodeon>

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>

About Nickelodeon

Nickelodeon, now in its 36th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon’s U.S. television network is

seen in almost 100 million households and has been the number-one rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).