



## **Real Simple partners with Punchbowl to offer free digital greetings**

---

*Punchbowl announces technology-licensing agreement with Real Simple*

Framingham, MA, (PRWEB) December 2, 2011 — Today, Punchbowl.com, the leader in start to finish party planning and digital greeting cards, announced a technology-licensing agreement with best-selling women's lifestyle brand *Real Simple*. The partnership will allow RealSimple.com users to send beautiful, free digital greeting cards for all occasions. Financial terms of the deal were not disclosed.

"We're excited to add *Real Simple* as one of our key partners," said Matt Douglas, CEO, Punchbowl. "The brand wanted to offer their customers a best-in-class digital cards service, and we were able to deliver with our new Digital Greeting Cards technology."

Digital Greeting Cards on RealSimple.com offer the ability to send thoughtful well-wishes online that have the look and feel of a traditional paper card. They are a suitable alternative to traditional greeting cards complete with attractive folded designs, matching envelopes, realistic postmarks, and the complete mail-opening experience. Additionally, cards can be personalized with accents such as envelope liners, custom postage, and rubber stamps. Digital Greeting Cards are ideal for birthdays, special occasions, life milestones and holidays such as Christmas and New Year's.

"Partnering with Punchbowl was a natural fit for *Real Simple*," said Shannon King, General Manager, RealSimple.com. "Readers turn to *Real Simple* for inspiring ideas and practical solutions particularly around holidays and entertaining this time of year, and Punchbowl provides a premium Digital Greeting Card service which we feel fits perfectly within that strategy."

Punchbowl has received critical acclaim and industry recognition for its usability and simplicity. The award-winning site is a leading destination for start to finish party planning and digital greeting cards. In addition to *Real Simple*, Punchbowl has several other licensing agreements in place with leading media and retail companies.

To send free Digital Greeting Cards on *Real Simple*, visit: <https://greetingcards.realsimple.com>

### **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 software 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/corporate>

### **About Real Simple**

*Real Simple* launched in March 2000 and has become one of the industry's biggest success stories. Using humor and understanding, *Real Simple* provides inspiring ideas and practical solutions for everyday life and enjoys a total audience of 15 million. *Real Simple* has expanded its brand promise, "Life made easier," to several platforms, including: mobile; books; special issues and licensed products. The *Real Simple* Home and Lifestyle Digital Network enjoys a strong reach online, averaging 3.3 million unique visitors each month (comScore). *Real Simple* is available on all tablets and is published by the Time Inc. Lifestyle Group, a division of Time Inc., the largest magazine media company in the U.S. To learn more, visit <http://www.realsimple.com>