



One-stop party planning site surpasses one million members, acquires Punchbowl.com domain

Punchbowl.com is now the domain of the modern, effortless way to plan a party

Framingham, Mass. (PRWEB) September 14, 2010 – Punchbowl.com, the one-stop site that helps smart moms and savvy professionals plan a party from start to finish, today announced that more than one million members have joined the site. The company also announced the acquisition of the domain Punchbowl.com and unwrapped a modern, new brand for party planning.

“A punchbowl is an iconic symbol in the social expressions and celebrations industry,” said Matt Douglas, CEO, Punchbowl. “Our new domain and brand solidifies Punchbowl as the most modern and effortless way to plan a party.”

With more than one million registered users, the site has become the leading start to finish party planning site. Punchbowl is ideal for planning birthday parties, baby showers, Halloween parties, Christmas parties, and even Thanksgiving dinner. In addition to the consumer site Punchbowl.com, the company licenses its technology to leading retailers such as Oriental Trading Company and 1-800-FLOWERS.

“We’re extremely proud to have surpassed one million registered users,” said Douglas. “For smart moms and savvy professionals, Punchbowl is the de facto way to plan a party for Halloween and the holidays this year.”

Punchbowl includes Digital Invitation Studio, which offers hundreds of stylish and modern invitations and save the dates, each with companion envelopes in a variety of shapes, sizes, and colors. The exceptional array of designs can be customized with embellishments that include envelope liners, postage, and personal photos. The result is a beautiful custom invitation with a matching custom envelope delivered right to a guest’s inbox that replicates the act of opening a traditional paper invitation. To take a sneak-peek at Digital Invitation Studio, visit <http://www.punchbowl.com/digital-invitations>

To create a free Punchbowl account, visit: <http://www.punchbowl.com>

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed website Punchbowl.com. Punchbowl is the one-stop site that helps smart moms and savvy professionals plan a party from start to finish. The site offers a modern, effortless way to plan an unforgettable celebration with party planning features including customizable digital invitations, potluck organization, gift registries, local vendor search and much more. 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>

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