



MyPunchbowl relaunches, unveils groundbreaking Design Studio

New MyPunchbowl Design Studio includes paperless papers and ribbons for eco-friendly save the dates and online invitations

Framingham, Mass. (PR Newswire) October 7, 2008 – MyPunchbowl, a critically acclaimed website to plan and organize parties and events, relaunched today and unveiled a groundbreaking new feature called Design Studio.

MyPunchbowl Design Studio will enable hosts who crave customized save the dates and online invitations to replace their scissors and glue with the scroll of a mouse. Hosts can choose from a variety of paperless paper options—invitation backgrounds that have the look of paper and envelopes—as well as ribbons and fonts, all of which can be personalized with the color of their choice. The result is elegant online save the dates and party invitations worthy of the biggest occasions.

“MyPunchbowl is turning the page on paper as the sole option for hosts who want to plan an important milestone event,” said Matt Douglas, CEO, Punchbowl Software. “The new Design Studio compliments MyPunchbowl’s existing party planning tools while providing a stylish alternative to paper save the dates and invitations.”

With party planners frequently looking for “green” alternatives, MyPunchbowl offers attractive, high quality save the dates and invitations for hosts who want to minimize their ecological footprint. By using MyPunchbowl Design Studio, hosts will see reductions in costs, paper consumption, and their personal impact on the environment.

“As a scrapbooker, I love that MyPunchbowl Design Studio gives me so many options to create an upscale theme for my event,” said Heather Woods, MyPunchbowl user. “It is so much fun to personalize a design to exactly what I want, and I’m glad I don’t have to spend money on stamps.”

Key features of MyPunchbowl include:

- Unique Pick a Date feature to drive group consensus to an event date
- “Save the Date” functionality to inform guests early in the planning process
- Design Studio with an attractive selection of paperless papers, ribbons, and fonts
- Ability to instantly customize the color and fade of any paperless paper, ribbon, or text
- Hundreds of pre-made free invitations that can be customized for any occasion, such as birthday invitations and Halloween invitations
- Party checklist and potluck checklist to keep hosts on track
- Easy import of email addresses to manage guest lists
- Stress-free RSVP to ensure a more personal interaction between host and guest
- Party planning advice and tips from MyPunchbowl resident expert Penelope
- A party store locator to find local stores anywhere in the United States
- Numerous “after party” features to reminisce and share party memories

MyPunchbowl Design Studio culminates months of research and development and extensive customer input. This groundbreaking technology assures hosts won’t have to sacrifice quality to be eco-conscious when they want to organize and plan important parties and special events. MyPunchbowl Design Studio combines style and function allowing hosts to create a theme that matches their personal style.

The new Design Studio is the perfect complement to the extensive event planning capabilities available on MyPunchbowl. The “Pick a Date” feature helps drive group consensus and automates date selection for the host. The “Checklist” section offers an innovative way to organize party planning and a simple way to ask friends to bring something to a party. All of the features work together to help hosts plan events that matter with ease and confidence. With the relaunch of the site, MyPunchbowl secures its leadership position in the market as the most user-friendly and sophisticated event and party planning site on the web.

To sign up for a free MyPunchbowl account, visit <http://www.mypunchbowl.com>.

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed event-planning website MyPunchbowl.com. The company was founded by software and user interface experts Matt Douglas and Sean Conta, who have prior management experience at Adobe Systems and Bose Corporation. MyPunchbowl is the perfect website for organizing and planning events that matter with ease and confidence. MyPunchbowl’s innovative features combine style and function allowing hosts to manage every aspect of event planning. The company is located in Framingham, Massachusetts and is backed by Intel Capital and Contour Venture Partners. To learn more, visit www.mypunchbowl.com.

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