

## **Experience Gifts Are The Newest Way To Celebrate Milestone Birthdays**

*MyPunchbowl.com makes planning a milestone birthday party even easier by adding experience gifts to its website*

08.11.2009 – FRAMINGHAM, MA – MyPunchbowl.com, the leader in start to finish party planning, today has announced its partnership with Excitations, the nation’s premier provider of unique experience gifts. Through this partnership, MyPunchbowl.com now provides MyPunchbowl Experiences on its website.

Experience gifts, which range from hot air balloon rides to gourmet cooking classes, create memories for the recipient that will last a lifetime. They are exciting and unique, so it’s easy to see why these gifts are the newest way to celebrate milestone birthdays—including sweet sixteen, 21, 30, 40, and even 100.

Cassidy Bernhard is one of many people who have received an experience gift as a way to celebrate a milestone birthday. Fear of heights stopped Cassidy from participating in many activities until she was given the gift of a tandem skydiving experience for her 30th birthday. “That gift truly changed me,” she explains reflecting back on the event. “Not only did I overcome my fear of heights, but I vowed to make new adventures and experiences part of my life.”

MyPunchbowl Experiences offers an extraordinary selection of experiences that will engage the recipient’s personality and passions—ranging from skydiving, first flight lesson, helicopter tour, and stock car driving to model for a day, create your own wine, glass blowing and a private safari. The possibilities, like the memories they create, are endless—and there is something for every budget and age to enjoy.

It’s a trend that MyPunchbowl.com reports is growing at a fast pace. “Milestone birthdays are a growing segment on MyPunchbowl,” said Matt Douglas, CEO, Punchbowl Software. “As a result of our partnership with Excitations, we now offer our customers the convenience of over a thousand amazing life experience gifts for all types of events from milestone birthdays to special occasions like anniversaries.”

MyPunchbowl Experiences is the latest addition to the start to finish party planning capabilities that are available on the award-winning website. Unlike other party planning sites that start and stop with the invitation, MyPunchbowl.com brings your party to life with ideas, invitations, party favors, gift registries, and even photo and video sharing, and more. With the addition of MyPunchbowl Experiences, you can now make your next party an unforgettable experience party.

### **About Punchbowl Software**

Punchbowl Software is the company behind the critically acclaimed website MyPunchbowl.com. MyPunchbowl.com, the leader in start to finish party planning, helps you plan a party that your guests will always remember by bringing your party to life with ideas, invitations, favors, gift registries, photo/video sharing, and more. Popular for life milestone events such as birthday parties, baby showers, and holiday parties, MyPunchbowl.com lets you infuse your personality into every aspect of a party. 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. The company is located in Framingham, Massachusetts and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.mypunchbowl.com>

### **About Excitations:**

Excitations is the premier gifting company offering a wide variety of unique life experiences as memory-making gifts. From photo safaris to hang gliding, from llama treks to glass blowing, Excitations is the exciting, reliable and easy answer to every gifting occasion - each ‘Excitation’ set to thrill, rejuvenate and enjoy. For kids or adults, for friends and family or corporate clients, something can be found to suit all budgets and personalities -- starting as low as \$50. Excitations is the exclusive provider of MyPunchbowl Experience Gifts and Discovery Channel Experiences and has been featured on ABC’s “Good Morning America” and CBS’s “The Early Show.” To learn more, visit <http://excitations.com>