

# Meredith And Punchbowl Launch Online Invitations Partnership, Bringing Free Online Invitations To Millions Of Home Entertainers

## Better Homes & Gardens, Parents, Family Circle and Parenting Will Offer Free Online Invitations for Party Hosts

DES MOINES, Iowa, Nov. 30, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 110 million unduplicated U.S. women and 70 percent of American Millennial women, today announced a partnership with Punchbowl®, a leading technology platform for online invitations and digital greeting cards. Through this partnership, Meredith will provide free online invitations powered by Punchbowl across its portfolio of brands, including *Better Homes & Gardens*, *Parents*, *Family Circle* and *Parenting*.

Starting today and running through the holiday season, these brands will integrate Punchbowl invitations into existing and custom editorial content around party planning.

"Millions of women come to Meredith brands each day for entertainment inspiration," said Andy Wilson, Senior Vice President Consumer Revenue, Meredith Corporation. "We are always looking for new and innovative ways to engage our audiences, and provide them with helpful services that can help them turn inspiration into reality. Through this partnership with Punchbowl, we're making holiday and party planning that much easier."

According to a July 2017 comScore/Fusion study, Meredith audiences are more likely to use digital event planning services and online invitations than the average U.S. adult, with more than 10 million Meredith digital visitors using a digital platform to invite people to an event in the past month. Through this partnership, invitations powered by Punchbowl will be accessible free of charge to Meredith consumers, and will include:

- Beautiful, customizable online invitations
- Simple options to import contacts and quickly build a guest list
- RSVP tracking and notifications
- Potluck list, gift registry, guest polling, and other advanced entertaining features
- 'Characters Kids Love' invitation collection, which features iconic and beloved characters
- Handmade Art Collection that features gorgeous invitations handmade with paint, chalk, collage, pen, pencil and calligraphy

"We are thrilled to announce this partnership with Meredith in time for the 2017 holiday season," said Matt Douglas, CEO, Punchbowl, Inc. "Consumers who are inspired by party ideas on these iconic brands now have an easy and convenient way to send their online invitations effortlessly."

Punchbowl's technology platform reaches tens of millions of consumers each year, and its state-of-the-art user experience and native mobile applications have received regular critical acclaim. Punchbowl was named one of Apple's 2016 "New Apps We Love," and is the winner of multiple MITX awards, including "Best User Experience" and "Best Consumer Tech That Makes Life Easier."

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes & Gardens, Allrecipes, Parents, SHAPE, Martha Stewart Living and The Magnolia Journal. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

**ABOUT PUNCHBOWL, INC.**

Punchbowl is the company behind the critically acclaimed technology platform for online invitations and digital greeting cards. The company runs its platform on Punchbowl.com, best-in-class iOS and Android apps, and also licenses its technology to carefully selected consumer companies. More than 120 million online invitations and digital greeting cards have been sent on the Punchbowl platform. The company was founded by entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Intel Capital, Contour Venture Partners, and Launchpad Venture Group. To learn more, visit <https://www.punchbowl.com/company>.

SOURCE Meredith Corporation

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