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BirthdayExpress.com® Launches New Party Store on Evite

-Authority on kids birthday parties teams up with leading online invitation service -

New Berlin, WI – July 10, 2012 – BirthdayExpress.com, the authority on kids party supplies and planning, announces its new [Party Store](#) on Evite, the leading invitation and social planning event service. This partnership gives the 31 million registered users on Evite the ability to shop an extensive occasion-based collection of party supplies and associated products, as part of one cohesive planning experience.

“We’re thrilled to work with BirthdayExpress.com and companion sites to simplify event planning by offering an integrated selection of great party supplies to our event hosts,” says Hans Woolley, President of Evite. “This effort will help to increase our visibility as a destination for party supplies and planning while offering a unique and personalized experience for Evite customers,” explains Daniel Haight, President & CEO, BirthdayExpress.com.

Powered by BirthdayExpress.com, the new Party Store on Evite connects customers with thousands of party and décor themes, as well as costumes. Several of the invitation designs offered on Evite match popular party supply themes available in the Party Store, and more themes and product offerings are to be introduced.

About BirthdayExpress.com

BirthdayExpress.com is the destination for kids birthday party supplies and planning. This online store offers everything needed to celebrate birthdays – except the kids and the cake – and offers unique themes to help parents create truly special birthdays for their children. BirthdayExpress.com ships its products direct to consumers in nearly 35 countries worldwide under both licensed and private labels. Follow BirthdayExpress.com on Facebook, Twitter and Pinterest.

AboutEvite®

With more than 31 million registered users, Evite (www.evite.com) is the leading online invitation and social event planning service on the Web. Evite helps hosts get their parties started with hundreds of stylish invitation designs that are free and easy to use. Evite facilitates more than 7 million parties, get-togethers and gatherings every year, for which nearly 250 million, tree-free Evite invitations were sent in 2011 – that’s more than 28,000 invitations every hour! Launched in 1998, Evite is headquartered in West Hollywood and is a wholly owned operating unit of Liberty Interactive Corporation.

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