



Peppers and Pollywogs Inc., Introduces New, Exciting Features to its Card Central Page

Company updates successful invitation portal to include in-house fulfillment; doubles its partnerships with designers to 14.

Seattle, WA - September, 2007 -Never before has it been easier for parents to create professionally designed invitations for their kids' parties. **PeppersPollywogs.com**, the informational website that is "All About Kids' Parties," presents updates to its Card Central page, the web portal offering busy parents pre-designed party invitations and thank you notes.

Since April 2007, customers could log on to www.PeppersPollywogs.com, head to the **Card Central** port and opt to print their own invitations from styles created by seven successful invitation and stationery designers. Now, **Card Central** has doubled the amount of designers to **14** in only four months due to the success of the site. Parents can now choose from over **80** designs for all kinds of parties for kids up to the age of 17!



Additionally, **Card Central** has now initiated **in-house fulfillment**, giving parents the option of having PeppersPollywogs.com print the invitations on commercial quality invitation stock and ship them within **3 business days**. On top of that, *the price to print each invitation is only \$0.99*. Never before has it been easier and more affordable to create customized, beautiful invitations for kids' parties!

Card Central users who opt to print on their own can still do so, with an unlimited amount for only \$10. It's an easy and fun process. First, parents choose a theme; customize the details, pay, and print! **Card Central** will email the new artwork in a PDF format to the customer. They can print as many copies of that design as needed for the celebration. Invitations go out to guests on time and there are no shipping fees!! **Card Central** even gives customer tutorials, suggests the best Avery® papers and cards for printing, and provides helpful printing instructions on the site.

Peppers and Pollywogs was founded in 2006 by Lisa Kothari and Shiv Chandrasekaran. True to its motto, the site helps with planning a unique celebration for that special

birthday girl or boy, and offers innovative features, like **Card Central**, to optimize parents' time and money.

"Peppers and Pollywogs' **Card Central** is a boon for busy parents, who spend an average of 25 hours planning their kids' parties." states Lisa Kothari, CEO. "I am excited that busy parents will be able to customize professionally designed invitations quickly and easily at home, and have the option to either print as many as they need from home or have us print and ship the invitations at a very reasonable price and within an efficient time frame."

Contact Information

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