

= Launch Party =

" Launch Party " is the fifth and sixth episode of the fourth season of the American comedy television series The Office , and the show 's fifty @-@ eighth and fifty @-@ ninth episode overall . The episode was written by Jennifer Celotta and directed by Ken Whittingham . It first aired in the United States on October 11 , 2007 on NBC .

In this episode , Dunder Mifflin prepares for the launch of their new website . Dwight tries to outsell the website , Andy makes a move for Angela , and Michael kidnaps a pizza delivery boy (Kevin McHale) .

= = Plot = =

In the opening scene , Michael has arranged a meeting to discuss making the Quarterly Report more exciting , unaware that the office workers are all more interested in the DVD screensaver , and believes their disappointment whenever the bouncing box on the screensaver doesn 't make it into a corner are reactions to his statements . Eventually , the box does make it into a corner , and the cheering employees all leave , to his confusion .

Dunder Mifflin is preparing a party for the launch of their new website " Dunder Mifflin Infinity " . Since Jan Levenson (Melora Hardin) doesn 't want to go to the launch party , Michael Scott (Steve Carell) invites Pam Beesly (Jenna Fischer) , who makes Jim Halpert (John Krasinski) take her place . Only after they reach New Jersey does Jim realize that Michael received an " invitation " to a chat room , not the actual party . Jim also reveals that he turned down the Corporate job that Ryan Howard (B.J. Novak) accepted . Michael returns to Scranton dejected and attempts to plan a better party . This irritates party planner Angela Martin (Angela Kinsey) , who has already been in an exceptionally irritable mood . She viciously and patronizingly takes out her frustrations on fellow Party Planning Committee member Phyllis , who quits the committee in frustration .

Dwight Schrute (Rainn Wilson) decides to compete against the website to see who can make more sales . Andy Bernard (Ed Helms) keeps a running tally of reams sold , blowing an airhorn each time Dwight makes a sale . Irritated by the distraction , Jim and Pam plot a prank . They send Dwight instant messages pretending to be the company 's computer system , taunting Dwight to believe it has achieved self @-@ awareness . Dwight wins the challenge , but when he gloats to Angela about his victory , she rejects him outright and makes it clear that they are broken up for good . She also asks Pam to set her up with a single friend of hers . Pam , feeling sorry for Dwight , sends another message as the computer acknowledging him as a superior being . Andy later sets up a conference call with some of his old Cornell friends to serenade Angela with Take a Chance on Me ; she doesn 't agree to date him , but appears to be somewhat charmed by the spectacle .

Michael finally realizes that Ryan doesn 't respect him , and once he gets online for the party 's chat room he snaps that Dwight single @-@ handedly outsold DMI and curses at Ryan . But his emotional reactions haven 't stopped for the night : he is angered after everyone complains that he confused the office 's favorite pizza place (Alfredo 's Pizza Cafe , which is a real restaurant in Scranton) with a terrible pizza place (Pizza by Alfredo , which is fictional) . When his coupon is then refused , he takes a stand for justice and holds the teenaged delivery driver (Kevin McHale) hostage , with both he and Dwight acting out their frustrations about Ryan and Angela , respectively . After some time , Michael realizes he is breaking the law and lets the kid go , and then heads up to crash the party in NYC and get some sushi , with Dwight joining him . They get to enjoy a little leftover food , but Michael 's most cheered when one of the younger Corporate workers says they liked his rant against Ryan and " It was funny to see Ryan embarrassed by all that " , and heads home in good spirits .

= = Production = =

" Launch Party " was the sixth episode of the series directed by Ken Whittingham . Whittingham had previously directed " Health Care " , " Michael 's Birthday " , " The Convention " , " The Merger " ,

and " Phyllis ' Wedding " . " Launch Party " was written by Jennifer Celotta , making it the sixth episode written by her .

According to Jennifer Celotta , the idea for the first scene of the episode where the office workers are watching a logo bounce around a television screen , came when the writers were in a room watching the DVD logo bounce around the television screen , and were arguing about whether it would ever hit the corner .

= = Reception = =

" Launch Party " received a 5 @. @ 2 Nielsen Rating and an 8 % Share . The episode was watched by 8 @. @ 91 million viewers and achieved a 4 @. @ 7 / 11 in the key adults 18 ? 49 demographic .

" Launch Party " received mixed reviews from critics . TV Squad 's Jay Black wondered why the writers " feel the need to veer off into increasingly more ridiculous places " , especially because The Office is " hailed by critics and adored by fans for its ability to find humor in the smallest pieces of real @-@ life human interaction " . Black did say that except for the kidnapping , he " thought tonight 's episode was the best of the season . " Travis Fickett of IGN wrote that " Launch Party " was " a very entertaining episode with some terrific moments . " Fickett did say that with all the hour @-@ long episodes " things start to feel stretched and some scenes take on a sense of redundancy and certain storylines seem to peter out before they even get going . "