

## FOR IMMEDIATE RELEASE

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### **Acteva Partners with Kinetic Software**

*Strategic Partnership Allows Kinetic to Offer Acteva's Leading Online Event Registration Solution*

#### **SAN FRANCISCO – February 3, 2009**

Acteva today announced a partnership with Kinetic Software that provides business-grade event management solutions along with online registration capabilities for event professionals.

Acteva's solution delivers a quick and easy way for attendees to register and pay for events, freeing up time for organizers to focus on other details. It also helps to minimize the administrative work typically associated with registration, reconciliation, chargebacks, refunds, and fraud resolution.

Kinetic's Business Development Manager, Mark Williams, says, "This strategic partnership is a wonderful opportunity for both companies since our products and services complement each other so well. Now we're able to streamline the entire event planning process with this product integration."

Acteva will serve as the exclusive registration sponsor for Kinetic Software's annual Kx User's Conference, March 19-20 in Boston, MA. The conference will feature an interactive product demonstration by Ed Lemire, Executive Vice President of Acteva.

According to Lemire, "We're thrilled about the opportunity of partnering with Kinetic Software and presenting at their annual User's Conference. Acteva works with software organizations of all sizes and Kinetic certainly has a well-respected name and track record of success."

Both companies will be exhibiting and presenting at the ACCED-I 29th Annual Conference and Expo – also in Boston, March 21–25. This event draws over 500 campus professionals who manage conferences and special events for universities and colleges throughout North America and the United Kingdom.

More meeting professionals are turning to online registration and payment solutions as a way to generate additional revenue and market their events while, at the same time, cutting unnecessary administrative costs. The ability to offer an affordable, secure online service to customers will help sustain many organizations through tough economic times. To learn more about this opportunity and receive special discounts that are available exclusively to Kinetic Software customers, please visit <http://pages.acteva.com/kxsoftware.htm>.

The partnership provides a range of solutions including:

- **Event Promotion** – Promote upcoming events online and to a customer base that has attended a similar event in the past
- **Reduction in Workload** – Automate manual payment processing and data collection for the entire event

- **Risk Reduction** – Acteva’s 128-bit, SSL Protected, PCI Compliant service helps ensure the integrity of all payment data
- **Increasing Attendee Satisfaction** – Help ensure satisfied customers by offering services and products solicited in post-event surveys
- **24-7 Online Access** – Secure access to event and payment data

#### **About Acteva**

Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva’s customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/MINI, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at [www.Acteva.com](http://www.Acteva.com).

#### **About Kinetic Software**

With 10 years of experience and over 200 clients, Kinetic Software is the industry leader for hospitality and conference management solutions. Kinetic’s enterprise resource planning suite will manage the entire lifecycle of any event, conference or camp. Headquartered in Johnstown, PA, Kinetic has customers located throughout the United States, Canada and the United Kingdom. Georgia Tech, the University of Nebraska, Seattle Pacific University, Loyola University – Chicago, University of New England, Southeastern University, Salve Regina University, the University of Pittsburgh at Johnstown and St. Francis Xavier University in Canada are just a few of venues in Kinetic’s expanding portfolio. For more information contact us at 1-888-539-6020 or visit us online at [www.kxsoftware.com](http://www.kxsoftware.com).

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