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Acteva Announces Enhancements to ActevaRSVP for AppExchange

Additions include Registration Web Page Design Tools & Invitee Search Tool for Salesforce

SAN FRANCISCO – April 15, 2008

Acteva today announced the release of an enhanced version of ActevaRSVP for Salesforce CRM, available on the AppExchange at <http://www.salesforce.com/appexchange/>.

ActevaRSVP allows users to invite any combination of contacts and leads stored in Salesforce to participate in an event and check their participation status in Salesforce.

This latest release includes new enhancements such as the ability to choose almost any color for the event registration web page, a WYSIWYG Editor for publishing rich content within that page, as well as a search tool to locate potential invitees within a company's Salesforce database.

ActevaRSVP is ideally suited for all types of simple, free events including webinars, partner training sessions, luncheons, investor meetings, field marketing events, special booth invitations and user group meetings. New customers are already taking advantage of the enhanced design tools within the user-friendly solution.

"Customizing the registration page has changed the way we do RSVP's. We can now use ActevaRSVP to create a registration web page that matches our brand," says Mike Civello, Corporate Events Manager with Plum Benefits. "The new rich text editor is also useful – you can arrange images, photos and agenda items in a professional way, without having to know any HTML, which means I can delegate the task to just about anyone in my department."

"Thousands of customers are using the AppExchange to extend the benefits of SaaS applications through out their businesses," said Clarence So, Chief Marketing Officer at salesforce.com. "Customers can now use ActevaRSVP to drive more successful meetings and events through leveraging existing leads, contacts and campaign data within Salesforce, streamlining event communications and RSVPs."

To test drive ActevaRSVP for 30 days, visit www.ActevaRSVP.com.

About Acteva and ActevaRSVP

Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 12,500 customers have used Acteva to manage more than 215,000 events and process more than 3.4 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, Lending Tree, 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

ActevaRSVP is another powerful yet simple on-demand business solution from Acteva. Designed exclusively for the AppExchange, ActevaRSVP is ideal for managing all types of simple, free events. For more information on ActevaRSVP, please visit www.ActevaRSVP.com

Salesforce.com's Force.com Platform and the AppExchange

Force.com (<http://www.force.com/>) reinvents the traditional development, deployment and distribution of any business application with platform-as-a-service. Developers, customers and partners can use Force.com to easily create a new generation of on-demand applications and deploy them worldwide as a service. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace, enabling all the innovation that Force.com unleashes to be easily distributed to the entire on-demand community.

The AppExchange economy continues to expand, with thousands of customers installing applications via the AppExchange. Customers of all sizes can quickly and easily extend Salesforce with additional on-demand business applications available on the AppExchange, found at <http://www.salesforce.com/appexchange/>

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