

FOR IMMEDIATE RELEASE

Contact: Ed Lemire
Acteva
Phone: 415-962-9039
Fax: 415-366-1713

60 Spear Street
San Francisco, CA 94105
Phone: 415-962-9000
Fax: 415-366-1713



Acteva Raises the Bar for Online Event Registration Solutions

Capabilities include MultiVent, Advanced Search Page and Attendee Types

SAN FRANCISCO – July 18, 2007

Acteva, the trusted leader in online registration and payments, today announced the immediate availability of new capabilities for Acteva Plus customers including MultiVent, Advanced Go Page and Attendee Types.

This release helps event organizers easily set up and categorize large numbers of events, create versioned registration pages, and provide intuitive ways for attendees to quickly locate and register for events. The result is a better online experience, increased event revenue and lower administrative costs. "Our customers spoke clearly about the specific enhancements they needed that would make their events more successful and easier to manage," says Ed Lemire, Vice President of Marketing and Products. "And we listened. The features being released today are a direct result of this valuable customer feedback."

Acteva Plus - MultiVent Option is best suited for film festivals, wine tastings, cooking classes, tours, trainings and similar events that occur on an ongoing, recurring basis. Organizers can quickly set up and categorize a large number of events, as well as designate certain events to recur automatically, alleviating the burden of re-creating events. Attendees enjoy the convenience of registering for multiple events - for themselves or on behalf of others - in one streamlined transaction.

The **Advanced Go Page** comes standard with MultiVent and allows potential attendees to easily find events, add them to their shopping cart, and check out. Organizers can define the filtering criteria that are most relevant to their customers and set up their Advanced Go Page to match those needs. Attendees visit the

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Organizer's Advanced Go Page and browse events in the way that makes the most sense to them – by date, location, keyword search term, or category filter.

"As a busy destination management company, we found that MultiVent makes it easy to get our tour programs online. Our customers find what they're looking for quickly and can purchase multiple tours in one simplified transaction. That makes my role much easier," says Teri O'Keefe, Director of Operations, Access Destination Services.

Attendee Types is now a standard feature for all Acteva Plus customers and allows organizers to pre-define specific pricing and registration questions for certain types of attendees - such as members, speakers and exhibitors. For example, an association or user group may want to provide different pricing and registration questions for members and non-members. Attendees only see the information that is relevant to them and the organizer avoids having to create separate event registration pages for each attendee type.

For more information on Acteva Plus – MultiVent Option, Advanced Go Page and Attendee Types, visit <http://www.acteva.com/getstarted.html>

About Acteva

Acteva is the worldwide leader in online event registration and payment solutions. Since 1998, over 11,000 customers have used Acteva to manage more than 150,000 events and process more than 1.75 million registrations. Acteva's customers include McKesson, Bausch & Lomb, Pfizer, Check Point Software, 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

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