

## FOR IMMEDIATE RELEASE

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### **Acteva Unveils New Ticketing Option in its Autumn 2007 Release**

*Event Organizers can Instantly Sell and Deliver Professional-Looking, Printed Tickets*

#### **SAN FRANCISCO – November 27, 2007**

Acteva, the leader in online event registration and payments, today announced the release of both new and enhanced features. Autumn 2007 incorporates ticket printing and delivery, enhanced reporting and publishing features as well as six redesigned registration page themes. The result is a better online and offline experience, increased event revenue and lower administrative costs.

Acteva's new **Ticketing Option** is a complete solution for printing and mailing professional-looking tickets to attendees. The Ticketing Option seamlessly integrates with all existing Acteva products including Acteva Express, Acteva Plus and Acteva Plus - MultiVent. Each printed ticket includes Bar Coding and a UV-visible logo to protect against fraud. Organizers can customize their tickets to include their event name, venue start time and sectional seating options (VIP, General Admission, All-Access, etc). Buyers receive their tickets and a packing slip anywhere in the world and have the option to print tickets at home.

As a complement to the Ticketing Option, **Acteva's Bar Code Equipment Rental Program** is available to help simplify admission control at one or more venue entry points. The rental program integrates wireless handheld computers, scanners, WiFi base stations, optional on-site staffing and Acteva's Ticketing Option – providing an effective and scaleable solution for events of any size.

According to Ed Lemire, Executive Vice President of Marketing and Products for Acteva, the Ticketing Option gives organizers another cost-effective yet powerful capability. "Best of all, Acteva takes care of everything," says Lemire. "There's no need to stock inventory or worry about delivery."

Acteva is also announcing new enhancements to make its hosted registration pages even more user-friendly and visually compelling. All Acteva customers can now choose from **six new registration page "Themes."** Acteva's Themes allow event organizers to project a professional image—without relying on outside graphic designers. Each theme incorporates 20 matching design elements such as fonts, colors, borders, shading and HTML link formatting.

For example, the “Victorian” theme is a crisp, clean design that incorporates the black Arial font, which is set against earth tones such as “Spring Rain” and “Chino.”

Also, with Acteva’s **Easy Event Duplication** feature, organizers now have an even easier way to publish multiple, recurring events. Organizers can quickly designate certain events to recur automatically, alleviating the burden of re-creating events from scratch. Workshops, trainings, tours, membership meetings, cooking classes and wine tastings are just a few examples of events that may be an ideal fit for Easy Event Duplication.

Finally, Acteva Express customers will now have access to **Custom Reporting** features at no additional cost. Custom reporting was previously available only to Acteva Plus Customers.

Lemire adds that with the Autumn Release, Acteva hopes to provide organizers with even more tools to increase revenues and project a professional image. “We continually engage with our customers and react to their input,” he says. “And that means providing our customers with more than just the best technology. The Autumn Release exemplifies Acteva’s commitment towards continuous innovation in the delivery of wrap-around services. Services that enable our customers to produce some of the most successful events in world.”

#### **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](http://www.Acteva.com)

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