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Acteva Unveils New Referral Program

Program Rewards Organizations, Advocates who Introduce Acteva to Clients and Colleagues

SAN FRANCISCO – January 22, 2008

Acteva, the leader in online event registration and payments, today announced the debut of the Acteva Referral Program. Beginning immediately, the program will provide substantial benefits for those who wish to introduce others to Acteva's services.

Acteva will be providing a generous reward to Program Members that introduce Acteva to their clients and colleagues. The benefit – in the form of commissions - will last for the life of the referred account as long as the Referral Program Member remains an active referrer with Acteva. Eligible organizations include event planners, consultants, corporations, associations, Web developers, media companies, PR firms and current Acteva customers.

Once enrolled, Referral Program Members can refer customers in whichever way is easiest: through the Refer a Prospect Form; their Acteva Account Manager or through special order forms and advertisements.

Initial reaction to the referral program has been extremely positive. New Referral Program Members have found the process to be very rewarding and they appreciate the one-on-one service that comes with being assigned a dedicated Acteva Team Member to work with. "I've been telling some of my colleagues about my experience with Acteva and how thrilled I've been so far," says Kimberly Hathaway of Hathaway PR. "They cannot believe the level of customer service and professionalism. My colleagues who produce events used to be crazed before a big fundraiser or production, they can't believe the ease-of-use once their pages are up - so much is automated for them with Acteva. They asked why I didn't tell them about Acteva sooner."

According to Ed Lemire, Acteva's Executive Vice President, the Referral Program presents a win-win situation. "The people who refer us are rewarded financially while the new customer will be able to implement Acteva for their online registration and payments. And they'll be introduced to Acteva through a trusted source."

To learn more about the Acteva Referral Program or to apply online go to www.Acteva.com/Referral

About Acteva

Acteva is the worldwide leader in online event registration and payment solutions. 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 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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