

FOR IMMEDIATE RELEASE

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

100 Pine Street
San Francisco, CA 94111
Phone: 415-962-9039
Fax: 415-366-1713



Acteva Announces Enhanced Features for ActevaRSVP, Salesforce CRM event solution *New user-friendly page offers expanded capabilities on salesforce.com AppExchange*

SAN FRANCISCO – November 19, 2009

Acteva, the leader in on-demand event registration, ticketing and payment management services, today announced a new release of ActevaRSVP, featuring enhancements to the registration page to improve the user experience for both event organizers and event attendees.

ActevaRSVP, a leading **Salesforce CRM event registration solution**, allows users to take event registrations from an existing Web site or invite any combination of leads, contacts and campaign members to participate in an event and check their participation status in Salesforce CRM. The enhanced application is immediately available for test drive from the salesforce.com AppExchange <http://sites.force.com/appexchange/listingDetail?listingId=a0330000003hAitAAE> and the ActevaRSVP website.

Some of the highlights of the release include:

- Links to add the event to social networks, such as Facebook and Twitter;
- A map to the event venue in the date, time and location section;
- An "Add to My Calendar" link for participants to schedule the event in their calendar; and
- An Event Contact section where users can specify contact details.

The enhancements offer a more comprehensive user experience by allowing people to easily find events using social media networks. Customers can now access event details, location and contact information in one location in Salesforce CRM.

Acteva's Executive Vice President Ed Lemire commented, "We're excited to announce these new features to ActevaRSVP. Our customers have always provided helpful feedback to us and we are committed to listening to them and continuously enhancing our product to meet their needs."

In order to continuously deliver one of the best Salesforce CRM event registration solutions, Acteva will be exhibiting at Dreamforce 2009, salesforce.com's seventh annual user and

developer conference, held Nov. 17-20 in San Francisco. Staff will be on hand at the show to demonstrate ActevaRSVP and its new features. Visit us in Booth #319.

About Acteva and ActevaRSVP

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 free events.

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, 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.

For more information on ActevaRSVP, please visit www.ActevaRSVP.com/product.html

About the Force.com Platform and AppExchange

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications with more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 120,000 custom applications used by salesforce.com's 63,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange marketplace at www.salesforce.com/appexchange/.