

FOR IMMEDIATE RELEASE

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Press Release

Acteva Announces a New, Redesigned Event Registration and Payments Application with Advanced Features and Functionality

SAN FRANCISCO – February 26, 2007 – Acteva, the leading online event registration and payments solution provider, announced today the release of two new, completely redesigned applications, Acteva Plus and Acteva Express. The company has also launched a new website, offering easier navigation and an enhanced look and feel.

Acteva's two new services are designed to address the varied needs of event organizers. Acteva Plus includes comprehensive registration and payment features for events of any size, while Acteva Express is the company's entry-level solution. Customers will find advanced features and functionality for creating their own self-service event registration pages to sell tickets and memberships, take donations, and manage online payments quickly and securely. Both applications are pure Internet services, with no software to buy or hardware to install.

Acteva Plus provides a more comprehensive set of features and includes advanced service options that make it especially useful for professional event organizers and others who manage numerous or complex events. Acteva Express offers the basic features of the company's original online registration and payment solution at a pay-as-you-go price.

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Initial users are already giving Acteva Plus positive reviews. "Our registrations have increased and it's a lot more powerful than before," notes Steve Lewis, Conference Co-Chair for the HighEdWebDev Conference. "I'm not worried about missing any registrations."

The new services will provide greater ease-of-use and convenience to both new and existing Acteva customers. Customers who choose Acteva Plus will find powerful new features, including a New Event Creation Wizard that greatly simplifies creating and maintaining event listings; a built-in HTML Text Editor that lets event organizers create custom-branded registration pages and email templates; and a Promotion Code Module that allows event planners to offer discounts and other incentives to select attendees and guests. New customers can begin using the new services immediately, and those who are already using Acteva can migrate quickly and easily.

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, Whole Foods, Lending Tree, and thousands of small to medium-sized businesses and organizations. Acteva is headquartered in San Francisco, California. More information on Acteva is available at www.acteva.com/getstarted.

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