

SAN DIEGO--- The Active Network Acquires Camp Registration Leader Thriva

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The Active Network, Inc. (Active), a leading provider of application services technology and marketing solutions for community service and participatory sports organizations, today announced that it has acquired Thriva LLC, the premier provider of online management software, online registration and payment processing for camps and event organizations.

Thriva, whose offerings include CampRegister, EventRegister, SchoolEnroll and LeagueRegister, comes to Active with 65 employees and over 1,000 customers that have benefited from the company's flexible and comprehensive registration and management software. In addition to online camp solutions, Thriva also provides technology solutions to help event organizers manage conferences, business events, corporate meetings and more. Thriva clients include Stanford University, UCLA, NATO, the United Nations, JPMorgan Chase, NORAD and many others.

The acquisition will provide Thriva customers access to a broad suite of proven technology solutions, infrastructure and technical support from an established industry leader. Thriva customers will also benefit from Active's extensive marketing tools further widening their reach to potential camp and event attendees.

Thriva's CEO, Matt Ehrlichman, has joined Active and will lead the company's business efforts within the camp, school and events markets, as well as lead strategic market and product initiatives. "Active has displayed rapid growth and unrivaled success as the top content and service provider in the community and lifestyle markets," said Ehrlichman. "Joining the Active team will ensure access to additional resources that will significantly accelerate success in our key markets. This is a big win for both our customers and employees."

According to the American Camp Association, there are more than 12,000 day and resident camps in the United States and more than 11 million children and adults attend camps each year. "Thriva has proven to be the technology leader in camp registration and management," said Matt Landa, president of The Active Network, Inc. "Active's acquisition of Thriva will enable us to extend our leadership position in an industry where we see significant opportunities for financial and technological growth."

About The Active Network, Inc.

The Active Network, Inc., based in San Diego, Calif., provides application services technology and marketing access to community service organizations, and is a leading online community for active lifestyles. The company's solutions help organizations improve customer service capabilities, increase revenues, and reduce the cost and complexity of managing and marketing activities and events. Through the company's Web properties, www.Active.com, www.eteamz.com and www.ActiveGolf.com, The Active Network provides consumer services and resources that support participation in healthy lifestyles. For more information, please visit www.TheActiveNetwork.com or call 1-888-543-7223.