

## **The Active Network Hits Customer Milestone and Boosts Productivity of Community Organizations with ActiveNet Version 7 Release**

The Active Network, Inc. (Active), a company that delivers software technology and marketing solutions for community service organizations, today announced it has reached a customer milestone with the addition of its 300th ActiveNet customer, bringing the number of community organizations using Active's operations technology solutions to nearly 3,000. Additionally, the company announced the availability of ActiveNet version 7. A software-as-a-service offering based on Web-based technology and offering all the operational and financial benefits of a hosted solution, ActiveNet version 7 is one of the largest upgrades to date and includes numerous product enhancements to boost productivity and streamline operations of community organizations.

ActiveNet enables parks and recreation, school district, higher education, non-profit, faith and fitness organizations to quickly and easily offer program and event registration, facility reservation, membership and child care services across multiple service channels, including online, in-person and over-the-phone. Whether it's automating traditional over-the-counter services or delivering convenient online service options, ActiveNet saves staff time and significantly reduces paper-based processes. As a software-as-a-service solution, ActiveNet also eliminates the expense and time involved to install software or manage the technology required for processing Internet transactions and maintaining an IT infrastructure.

ActiveNet version 7 offers numerous new features including the following:

- \* **Batch Enrollment** – Sports leagues and group classes many times require an organization to quickly register hundreds of people in a limited amount of time. Batch enrollment provides the ability to collect basic, necessary information needed to register for a class and then later enter them as a batch into the registration system from a single page, saving valuable time.

- \* **Email a Friend** – Organizations can boost registrations and increase awareness of their activities and courses with ActiveNet's new Email a Friend feature. Users on an organization's public Web site can now easily send an email to a friend telling them about a particular activity or course they might find interesting.

- \* **Overdue Interest Collection** – ActiveNet version 7 provides the ability to automatically charge a preset percentage on overdue accounts. This feature helps staff bring in late fees and saves time by eliminating the need for manual adjustments or processing through a separate financial system.

- \* **Coupons** – In order to help community organizations increase registration for activities, classes and memberships, ActiveNet has set up a comprehensive coupon system that offers coupons or coupon codes to potential registrants by email, on a Web site or during a transaction.

- \* **Custom Questions** – Staff can collect valuable information with ActiveNet's new customer question feature. ActiveNet version 7 has the ability to prompt customized questions following answers to a previous question during registration, providing organizations with useful information not readily available in a standardized form.

ActiveNet is now available and can be seen at the California & Pacific Southwest Recreation & Park Training Conference, March 8-10, 2007, Booth 523 and 525, at the Sacramento Convention Center, in Sacramento, Calif. To request more information, email [communities@active.com](mailto:communities@active.com), or call 1-800-661-1196.

#### 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 sports and community service organizations improve customer service capabilities, increase revenues, and reduce the cost and complexity of managing and marketing activities and events. Its full service marketing and promotions agency, Active Marketing Group, brings direct knowledge, insight and access to active and on-the-go consumers. Through its Web properties, [www.Active.com](http://www.Active.com), [www.eteamz.com](http://www.eteamz.com) and [www.ActiveGolf.com](http://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](http://www.TheActiveNetwork.com) or call 1-888-543-7223.