

**FOR IMMEDIATE RELEASE**

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**Acteva Debuts New Online Educational Environment, Event Promotion Tool**  
*Enhancements include online tutorials, FAQ's and the ability to promote events online*

**SAN FRANCISCO – July 17, 2008**

Acteva, the trusted leader in online registration ticketing and payment management services today announced the immediate availability of exciting new capabilities. The Summer 2008 Release includes a new Online Educational Environment as well as a new Event Promotion capability to increase event attendance and revenue. The result is a more user-friendly solution for Organizers and a significant new opportunity to promote and market their events online.

Acteva's new **Online Educational Environment** provides Organizers with helpful tools, content and resources to quickly address the most common 'how to' and 'frequently asked' questions. The new section includes enhanced 'Help' content, comprehensive FAQ's with easier navigation and 'Browse' capabilities, an easy way to explore new features and services, as well as a New User Orientation for those just getting started with Acteva.

The **Online Educational Environment**, which is located within the 'Resources' tab, also includes in-depth tutorials to help users learn the 'ins and outs' of specific Acteva features. Tutorials make it easy to gather detailed information on a wide range of Acteva's most popular features including EventMail, Reports, Promo Codes and Post-Event Surveys.

According to Ed Lemire, Acteva's Executive Vice President, "We certainly believe the comprehensive Online Educational Environment will enable customers to more easily use the advanced features of our product."

In addition, the Summer Release includes a new **Event Promotion** capability. Each time an event is published with Acteva, event details will automatically be distributed to a network of over 50 websites. Once the Organizer approves their event, the event data will automatically be made available for posting on select external sites.

Event details will appear in popular websites such as AmericanTowns.com, Zvents.com, LocalSearch.com, SuperPages.com, LA.com and Boston.com, just to name a few. Organizers that choose not to publicize their events may simply check a 'make this event private' box.

"The new Event Promotion tool offers new ways for organizers to market events on professional event sites – at no additional charge," Lemire adds. "In these trying economic times, we wanted to offer our customers a free way to maintain or even increase their event attendance and revenue."

For more information on Acteva's services, go to [www.Acteva.com/getstarted.html](http://www.Acteva.com/getstarted.html)

#### **About Acteva**

Acteva is the trusted leader in online event registration, ticketing and payment management services. 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 Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation 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](http://www.Acteva.com)

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