

FOR IMMEDIATE RELEASE

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ActevaRSVP Announces Partner Program for Salesforce CRM Consultants

Co-marketing opportunities, enhanced support, royalty-free licenses among benefits

Acteva, the leader in on-demand event registration, ticketing and payment management services, today announced the launch of the ActevaRSVP Partner Program for Salesforce CRM Consultants. The new program is aimed at Salesforce experts that have recommended ActevaRSVP to one or more of their clients.

ActevaRSVP allows the Salesforce user to take event registrations from their existing website or invite any combination of leads, contacts and campaign members to participate in an event, and then check their participation status in Salesforce.

For long time partner Idealist Consulting, Acteva RSVP has been an essential component to their solution offerings. So much so that Idealist Consulting has recommended ActevaRSVP to over 150 of their active clients "As a partner I feel this is a great opportunity," says Rob Jordan, President of Idealist Consulting. "Aside for the association with a great company like Acteva we obtained a royalty-free license of their product, ActevaRSVP, which we gave to one of our clients to utilize as a showcase for prospective clients. It has been an ideal relationship for everyone. ActevaRSVP has once again extended great opportunities for continued growth in our field."

For a directory of Salesforce Consulting Partners currently working with ActevaRSVP, please visit <http://www.actevarsvp.com/partners.html>

As a member of the program, Salesforce CRM Consultants receive the following benefits:

- Directory Listing on ActevaRSVP.com
- Co-marketing opportunities – including joint press releases, case studies and events
- Access to ActevaRSVP Product Management
- Direct Access to Tier 2 Technical Support
- Royalty-Free License to ActevaRSVP Unlimited Edition (\$1,740 annual value)
- Preview of ActevaRSVP Feature Enhancements and Product Road Map
- Support in the development and marketing of ActevaRSVP add-ons

Also, in an innovative extension of the Salesforce.com Foundation's Power of Us program, ActevaRSVP will be donating an ActevaRSVP Nonprofit Enterprise license to one qualified nonprofit of each partner's choosing.

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, Craigslist Foundation, 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 Idealist Consulting

Idealist Consulting is one of the original Salesforce Foundation implementation partners. With over four years experience in the space, Idealist Consulting has implemented over 150 Salesforce configurations ranging from small medium and large nonprofit organizations. These implementations have been done throughout the globe and have been implemented in both Spanish and English. Services include CRM, CMS and Tech solution (i.e. ActevaRSVP) implementation. Founded by a returning peace corps volunteer Idealist Consulting is founded on the notion that it is possible to "do well while doing good". For more information about Idealist consulting visit their website at www.idealistconsulting.com or contact them directly at info@idealistconsulting.com.

About the Salesforce.com Foundation

The Salesforce.com Foundation is the global leader in integrating philanthropy and business through its 1/1/1 integrated philanthropy Model <http://www.sharethemodel.org>. The 1/1/1 Model harnesses the power of salesforce.com's people and technology through 1% Time, 1% Equity and 1% Product to increase the effectiveness of nonprofits in pursuing their social missions. Since the Foundation's inception in 1999, employees have given more than 125,000 hours of their time; more than 5,200 nonprofits in 60 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation's 1% Product Donation Program <http://www.salesforcefoundation.org/product>; and numerous organizations are benefiting from technology-related grants. For more information on the Salesforce.com Foundation, please visit <http://www.salesforcefoundation.org>.

About Salesforce.com

Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com Platform (<http://www.salesforce.com/platform/>) enables customers, partners and developers to quickly build powerful business to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

As of April 30, 2009, salesforce.com manages customer information for approximately 59,300 customers including Allianz Commercial, Dell, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks.

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