

Company Overview



The Active Network provides application services technology and marketing access to organizations and participants throughout the community services market. As a leading online community for active lifestyles, the company's technology and marketing services enable, encourage and maximize participation, enhancing the lives of communities.

Markets

- ▶ Community & Non-Profit
- ▶ Government
- ▶ Parks & Recreation
- ▶ Golf
- ▶ Sports & Activities
- ▶ Consumer Brands
- ▶ Education

Proven History

- ▶ Leadership reputation with established, proven track record
- ▶ Leading enabler of online registration, securely processing millions of transactions annually
- ▶ Owner of the Web's largest active lifestyle and team sports communities
- ▶ 30-year history in the software market

Team

- ▶ Dave Alberga, CEO
- ▶ Matt Landa, President
- ▶ Jon Belmonte, COO
- ▶ Norman Dowling, CFO
- ▶ Kourosh Vossoughi, General Counsel
- ▶ Alex Barnetson, SVP
- ▶ Eric Magnuson, SVP
- ▶ Josh Schlessner, VP, Technology

Solutions and Services

Active's application services help organizations increase efficiency and reduce the cost and complexity of managing daily administration. The company's marketing services provide access to active consumers, promote organizations' programs and services, and also create revenues through new public services.

Software solutions for every market

- ▶ Program, facility, membership, and revenue management software and online services for park and recreation agencies; non-profits, YMCAs and JCCs; schools and universities
- ▶ Payment, citizen service request and crisis communication software for local governments
- ▶ Database management, online registration and donation, and Web sites for endurance sports; teams, leagues and camps; outdoor and action sports; and reunions and scout councils
- ▶ Golf course management software and online tee time reservations for golf courses and multi-course facilities
- ▶ Web content management software solutions for all markets

Marketing services and access

- ▶ Full-service marketing and promotions agency that offers brand marketers insight and access to active consumers
- ▶ Marketing partnership programs that create revenues for organizations through new public services
- ▶ Customized marketing materials, Web sites, online media services and loyalty marketing programs that promote all markets
- ▶ Membership and retention programs that promote health clubs and fitness facilities

Media properties

- ▶ **Active.com** (www.Active.com)
Online community for healthy, active lifestyles
Offers online event search and registration, Active Trainer online training plans, and ActiveAdvantage membership savings program
- ▶ **eteamz** (www.eteamz.com)
Online community for teams, leagues, camps and tournaments in over 100 sports
Offers team home pages, online registration, fundraising and more
- ▶ **ActiveGolf.com** (www.ActiveGolf.com)
Online community for golfers throughout the U.S. and Canada
Offers local golf information, online tee time reservations and more