

# Corporate Fact Sheet

## The Active Network, Inc.

- ▶ Founded: 1998
- ▶ CEO: Dave Alberga
- ▶ Provider of application services technology and marketing access
- ▶ Serves government, community, park and recreation, golf, non-profits, education, sports, and consumer brands
- ▶ Leading online community for active lifestyle consumers
- ▶ Recognized as a Fast 500 company for three consecutive years  
(#180 in 2006; #128 in 2005; #15 in 2004; ranking of the fastest growing technology companies by Deloitte & Touche)
- ▶ Recognized as an Inc. 500 company for three consecutive years  
(#303 in 2006; #246 in 2005; #99 in 2004; ranking of the fastest-growing private companies in the U.S. by Inc. magazine)
- ▶ URL: [www.TheActiveNetwork.com](http://www.TheActiveNetwork.com)

## Headquarters & Offices

**Headquarters in San Diego, California** – 10182 Telesis Court, Suite 300 – 92121

- ▶ Offices in Burnaby, British Columbia; Sacramento, California; Boston, Massachusetts; New York, New York; Morristown, New Jersey; Englewood, Colorado; Detroit, Michigan; Huntington Beach, California; Melbourne, Australia; and Hastings, New Zealand

## Management Team

- ▶ **Dave Alberga**, Chief Executive Officer
- ▶ **Matt Landa**, President
- ▶ **Jon Belmonte**, Chief Operating Officer
- ▶ **Norman Dowling**, Chief Financial Officer
- ▶ **Kourosh Vossoughi**, General Counsel, Vice President of Corporate Development
- ▶ **Alex Barnettson**, Senior Vice President
- ▶ **Eric Magnuson**, Senior Vice President
- ▶ **Joshua Schlessner**, Vice President of Technology

## Investors

- ▶ ABS Ventures
- ▶ Austin Ventures
- ▶ Canaan Partners
- ▶ Charles River Ventures
- ▶ Dominion Ventures
- ▶ Enterprise Partners
- ▶ ESPN
- ▶ Hambrecht Eu Capital
- ▶ Ticketmaster/IAC/InterActive Corp
- ▶ Kettle Partners
- ▶ Lance Armstrong
- ▶ North Bridge Venture Partners
- ▶ Outlook Ventures

continued ▶

# Corporate Fact Sheet

## Core Services

- ▶ Online registration and data management
- ▶ Online fundraising and campaign management
- ▶ Online tee time reservations
- ▶ Custom Web sites and community tools
- ▶ Desktop and Web-based applications (on-premise/off-premise deployment)
- ▶ Marketing services to promote community use of online services
- ▶ Integrated consumer promotions and marketing services
- ▶ Municipal marketing and consultation
- ▶ Software for program, facility, membership and revenue management
- ▶ Software for cashiering and payment management
- ▶ Software for customer service management
- ▶ Software for crisis and information management
- ▶ Technology consulting and integration

## Web Properties

Active.com ([www.active.com](http://www.active.com)): Leading online community for active lifestyles and popular resource to find and register online for participatory events and activities. Offers online training tools and a membership program.

eteamz ([www.eteamz.com](http://www.eteamz.com)): Largest online community for teams and leagues and widely-used Web site building service, offering homepages, online registration, fundraising campaigns, and more. (2.9 million members registered).

ActiveGolf.com ([www.ActiveGolf.com](http://www.ActiveGolf.com)): Industry's largest and most comprehensive Web resource for local golf information and services for golfers, and event and tournament managers.

## Markets & Solutions

### Community (Parks/Recreation, Education, Non-Profit)

Proven program, facility, membership and revenue management software solutions to improve organizational efficiency and citizen service for more than 1,500 community service organizations ([www.ActiveCommunities.com](http://www.ActiveCommunities.com)).

Effective marketing services designed to promote community use of online services and self-service options.

Municipal marketing and consultative services that create new opportunities between the public and private sector, driving new revenue sources.

### Golf

Comprehensive golf course management software to help more than 400 golf courses automate administration, manage and track player data, offer online tee time reservations, set-up and manage events and tournaments. ([www.ActiveGolfSolutions.com](http://www.ActiveGolfSolutions.com)). Online tee time reservations, membership marketing services, and online event management services for golf events and tournaments, that promote courses and facilities.

National consumer portal that offers golfers the largest and most comprehensive Web resource for local golf information and online tools to help event and tournament managers run effective golf events ([www.ActiveGolf.com](http://www.ActiveGolf.com)).

### Government

Leading cashiering and payment, customer service request, and crisis and information management software solutions to help local governments and public service organizations improve operations and service to citizens ([www.ActiveGovernments.com](http://www.ActiveGovernments.com)).

Municipal marketing partnerships and consultation services that create new revenues to benefit the public and private sector.

### Non-Profit

Complete suite of online technology solutions that automate and streamline special events, fundraising campaign management, and general online donations for 3,000 local and national organizations. ([www.ActiveGiving.com](http://www.ActiveGiving.com)).

### Sports & Activities

Customized Web sites, online registration, online donation, fundraising, online training programs, database management and technology integration services for teams, leagues, events, camps and clubs (6,800 event organizers, 3,000 league administrators, and 880+ camp directors) that streamline operations and improve efficiency.

Event management services for reunion planners that provide online registration and ticket sales management, Web sites, event marketing, merchandising, and more.

### Consumer Brands

Full-service, integrated marketing and consumer promotions agency that delivers unprecedented access and insight to active consumers. Core capabilities include event and mobile marketing; brand sampling; database marketing; peer-to-peer marketing; sponsorship activation; online advertising and Web site services; youth sports marketing; trade marketing; and municipal marketing services that create new revenue for cities and build brand loyalty for marketers ([www.ActiveMarketingGroup.com](http://www.ActiveMarketingGroup.com)).