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Acteva Announces Multiple Enhancements to ActevaRSVP for Salesforce CRM

Campaign Integration, Anonymous RSVP Link among new additions

SAN FRANCISCO – August 5, 2008

Acteva today announced the release of additional updates to ActevaRSVP for Salesforce CRM, available on the Force.com AppExchange. ActevaRSVP allows users to take event registrations from their existing website, invite any combination of contacts and leads stored in Salesforce CRM to participate in an event, and then check their participation status in Salesforce.

This latest release includes three enhancements: **Salesforce Campaign Integration** allows users to link their current ActevaRSVP event to an existing campaign —so the status of invited campaign members will be as current as their status in ActevaRSVP. Users can also add attendees to a Salesforce campaign —making it easy to create new campaigns made up of existing event attendees.

Each RSVP event will now come with an **Anonymous RSVP Link/URL** that can serve as a lead generator. Users may embed this link in emails sent to a rented list as well as place it on their website. ActevaRSVP treats these registrants as new leads and places them in the Salesforce Queue of the user's choosing.

Also, a comprehensive, prebuilt report — **RSVP Event Participants and Answers** — makes it easier for users to view all event participants, contact information and answers to RSVP questions. As with all Salesforce CRM reports, the data can be easily exported to Excel.

“ActevaRSVP’s tight integration with Salesforce CRM helps companies and organizations of all sizes better manage events.” says Clarence So, Chief Marketing Officer, salesforce.com. “These additions will continue to improve the landscape for all involved in the process of creating a successful event.”

ActevaRSVP customers are already enjoying the new functionality. “With ActevaRSVP, I know that I can easily create an event registration web page and people can register

right from my website," says Liz Kimmerly, Communications Officer at Hands to Hearts International. "It's very simple and I feel confident when using it."

To test drive ActevaRSVP for 30 days, visit www.ActevaRSVP.com.

About Acteva and ActevaRSVP

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, Lending Tree, 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

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 simple, free events. For more information on ActevaRSVP, please visit www.ActevaRSVP.com

About the Force.com AppExchange

Force.com (<http://www.force.com/>) reinvents the traditional development, deployment and distribution of any business application with platform-as-a-service. Developers, customers and partners can use Force.com to easily create a new generation of on-demand applications and deploy them worldwide as a service. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's Force.com AppExchange marketplace, enabling all the innovation that Force.com unleashes to be easily distributed to the entire on-demand community.

The AppExchange economy continues to expand, with thousands of customers installing applications via the Force.com AppExchange. Customers of all sizes can quickly and easily extend Salesforce with additional on-demand business applications available on the Force.com AppExchange, found at <http://www.salesforce.com/appexchange/>

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