

**ACTIVE DATA EXCHANGE INTEGRATES TOUCHNET PAYMENT SOFTWARE INTO
EVENT REGISTRATION PROCESSING**

Active Data Calendar expands integration with leading commerce vendor for higher education

(Bethlehem, PA – October 4, 2010) – Active Data Exchange, a leading provider of web-based calendaring, event marketing, event registration, and information broadcasting solutions, announced their integration of online payments with TouchNet U.Commerce, a commerce management and secure payment solution for the higher education market.

As a member of the TouchNet Ready Partner Program, Active Data Exchange adds PCI compliance and data security to its Advanced Registration module. The Advanced Registration module allows for configurable event registration templates to capture unique information for each event, automatic or workflow approval of registrations, configurable email messages, and online payment processing with the TouchNet solution. Other features include the ability to track events registered by registrant, persistent export of registration data, tracking attendance, and easy integration with the Active Data Calendar base marketing and room scheduling functionality.

“Our higher education clients asked for TouchNet integration and we delivered. We are excited to be working with the TouchNet organization to jointly deliver best in class online event registration and payment processing,” said Susan Yee, CEO of Active Data Exchange.

About TouchNet Information Systems, Inc.

Since 1989, TouchNet Information Systems, Inc., based in Lenexa, KS, has set the curve in technology, efficiency and trust. As leaders in campus commerce management, TouchNet helps colleges and universities around the world save, make, and manage money better than ever before. For more information, visit www.touchnet.com.

About Active Data Exchange, Inc.

Active Data Exchange provides enterprise calendaring solutions to over 300 organizations across North America with its Active Data Calendar solution. Used by communities, government agencies, colleges, K-12 school districts, finance and information technology departments, corporations and media companies, Active Data Calendar provides the ability to aggregate and distribute event, key dates and deadline information across multiple websites, departments and organizations. Clients include New York City Department of Education, University of Colorado, Palo Alto School District, Temple University, California State University, University of Mississippi Medical Center, Miami Dade College, Tecnologico de Monterrey and others. For more information, visit www.activedatax.com.

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