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For immediate release

WEB MARKETER'S DREAM CALENDAR – A Custom Calendar without building a Custom Application
*Active Data Calendar enables customized front end text with multiple languages
and online payment with the Pay Flow Pro payment gateway*

(Bethlehem, PA – December 20, 2010) – Active Data Exchange announced another new release of its Active Data Calendar suite of products with the added option to customize calendar views and icons in different languages with its Custom Text Module. The solution has been upgraded to accept double byte characters and includes administrative screens that allow administrators to replace all text that appears on calendar views in any language. Another key upgrade is the ability to process online payments for event registration through Payflow Pro.

"With clients currently using French and Spanish versions of Active Data Calendar, the double byte character enhancement opens up markets in Asia for us," said Susan Yee, CEO of Active Data Exchange.

New features in the Active Data Calendar 3.10 suite of products include:

Public & Private Marketing Calendar Upgrades
- Support for double byte characters allows for rendering of characters from any international language across the front-end of Calendar

- Configurable JavaScript search widget to allow for the search and display of events while outside the calendar application

Advanced Registration Module Upgrades
Requires licensing of the Advanced Registration Module

- Available integration with the payment gateway Payflow Pro from PayPal (contact your Account Executive for details)

Facilities Module Upgrades
Requires licensing of the Facilities Module

- Ability to view multiple days on Facilities Gantt Chart

Text Customization Module* NEW!

- Ability to customize any of the text on the front end of the Calendar to characters from any language

SharePoint Connector* Beta Version - NEW!

- Publish events to the Active Data Calendar from within SharePoint

- Publish events from the Active Data Calendar to any SharePoint Calendar

Additional license required

Active Data Calendar 3.10 is compatible with the latest Microsoft® technologies including Windows 7® and Microsoft Server 2008 R2®. Payflow Pro is the fully customizable online payment gateway solution to connect your online store with your existing internet merchant account provided by PayPal.

Active Data Calendar is a web-based calendar program that allows for events to be published, managed, and promoted on the Calendar itself, other web sites, social media outlets, portals, intranets, SharePoint sites, Student Information Systems (SIS), Enterprise Resource Planning (ERP) systems, and other web-enabled enterprise technologies. Available extended capabilities include creating custom event registration forms and accepting registration fees online, booking facilities with specific features and resources for your event, and internal-only calendars to communicate and align key internal dates, deadlines, milestones, and events.

About Active Data Exchange

Active Data Exchange has been providing enterprise web-based event marketing and facilities scheduling software, email and text message broadcasting solutions and information broadcasting solutions for education, healthcare, government and corporate organizations since 1999. Products and services include Active Data Calendar, Active Data Communicator, and Active Data Syndicator. Clients include New York City Department of Education, Drexel University, Excela Health, Baylor College of Medicine, South Carolina National Guard, National Government Services, Palo Alto School District, Miami Dade College, Tecnologico de Monterrey, North Carolina State University, Temple University and others. Active Data Exchange is a PA certified Minority and Woman Owned Business and Microsoft Gold Certified Partner. For more information, please visit www.activedatax.com.

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