

## Active Data Exchange Announces New Name

*Release of new website showcases new branding and services.*

**Bethlehem PA – November 18, 2013** – Active Data Exchange, bringing enterprise calendar solutions to the market since 1999, is pleased to announce the official use Active Data, Inc. Under this name, the company unveiled its new website, [www.activedata.com](http://www.activedata.com). The brand refresh was inspired by new service and software offerings, as well as by their customers, who often refer to the company as simply “Active Data”.

The new website fuses together the Active Data, Inc. brand, responsive design, and improved website experience consistent with the launch of their new product offerings. The updated design allows for quick access to the Client Portal for existing customers, product demo requests and a seamless transition from desktop to tablet and mobile devices. The new corporate website is step one to Active Data’s communications initiatives that include a new product website, updated client portal and new software services, all slated to launch in Q1 2014.

Evolving the Science of Calendaring is a core principle at Active Data. The new website and brand capture the essence of this principle by promoting the continuous improvement of the products and services you have come to know and love. “For years, our stakeholders have called us Active Data. We are excited to be official with our new name, while maintaining and building on our history as Active Data Exchange.” said Susan Yee, CEO of Active Data.

The new site also showcases the design and development talents of our Client Services team. The Client Services group engages with customers on custom web and calendar projects as a holistic service on top of software implementation services offered for enterprise wide calendaring.

### **About Active Data, Inc.**

Active Data has been providing master calendar management solutions for education, healthcare, government and corporate organizations since 1999. Clients include New York City Department of Education, Drexel University, Meridian Health Care, Alabama National Guard, Science North in Ontario, Baylor Health Care System, San Jose State University, the State of Indiana, North Carolina State University, Temple University and others. Active Data is a PA Certified Minority and Woman Owned Business and Microsoft Silver Certified Partner. For more information, please visit [www.activedatax.com](http://www.activedatax.com).

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