



ACTIVE NETWORK TECHNOLOGY ENABLE COMMUNITY ORGANIZATIONS TO BETTER SERVE 10+ MILLION CALIFORNIA CONSTITUENTS

The ACTIVE Network, Inc. (NYSE:ACTV), the leader in cloud-based **Activity and Participant Management™** (APM) solutions, announced that Redwood City as well as the YMCA of Metropolitan Los Angeles, have chosen ACTIVE Net™ as the technology solution to help streamline operations and enable their organizations to better engage and serve their communities comprising a total of more than 10 million(1) people in California. ACTIVE Net is a cloud-based platform that helps organizations to automate their operations and allow their staff to focus on providing their members with easy access to activities and services.

"We chose ACTIVE Net as we believe this solution will improve the in-facility experience for our staff and greatly enhance the way our members experience us beyond the four walls of our facility," said Jennifer Bolger, Vice President, Membership and Healthy Living, YMCA of Metropolitan Los Angeles. "Engaging the community outside of our facilities is a true game-changing approach to the way we deliver operations today. It makes sense to choose a partner with the tools, experience and commitment to help us get there."

"For more than a decade, ACTIVE Network has partnered with community organizations to better understand and help manage the needs of their members, and we're excited to welcome Redwood City to our family of more than 300 cities in California," said Ram Krishnan, Senior Vice President of Communities at ACTIVE Network. "Their selection of ACTIVE gives greater access to local citizens looking for activities in parks and open space areas, as well as easy access to services such as renting community buildings, reserving park locations, or signing up for community classes."

With ACTIVE Net, organizations serving communities are able to:

- Use one integrated system for community outreach, registrations, and facility management
- Make informed decisions using comprehensive analysis of community participation
- Facilitate high-demand, high-volume registration for seasonally available recreation activities
- Reduce dependency on technology infrastructure and focus on community engagement

About YMCA of Metropolitan Los Angeles

YMCA of Metropolitan Los Angeles (LA Y) is a non-profit organization dedicated to strengthening communities by supporting youth development, healthy living and social responsibility. Welcoming individuals of all ages, faiths and backgrounds, the Y is committed to nurturing everyone's potential in spirit, mind and body. No one is turned away membership due to the inability to pay. Serving Los Angeles since 1882, the LA Y is comprised of 26 branches and three resident camps that stretch across 100 miles of Los Angeles County. Through unique programs and services, YMCA of Metropolitan Los Angeles provides more than a quarter million families each year with the tools and encouragement to learn, grow and thrive. For more information, visit www.ymcal.org.

About ACTIVE Network

ACTIVE Network is the leading provider of Activity and Participant Management™ solutions. Our technology platform makes managing and operating all types of activities, events and organizations smarter and more efficient. We power over 55,000 global customers and build leading vertical technology applications for the markets we serve. Our leading ACTIVE Works cloud platform scales with our customers, large and small. ACTIVE Network was founded in 1999, is headquartered in San Diego, California, and has offices worldwide. For more information, please visit: <http://www.activenetwork.com>.

About Forward-Looking Statements

The Active Network, Inc. cautions you that the statements included in this press release that are not a description of historical facts are forward-looking statements within the meaning of the federal securities laws. Any such statements are subject to substantial risks and uncertainties, and actual results may differ materially from those expressed in these forward-looking statements. More detailed information about The Active Network, Inc. and the risks and uncertainties that may affect the realization of these forward-looking statements is set forth in its filings with the Securities and Exchange Commission (SEC). These filings may be read free of charge on the SEC's website at www.sec.gov. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. All forward-looking statements are qualified in their entirety by this cautionary statement and The Active Network, Inc. undertakes no obligation to revise or update this press release to reflect events or circumstances after the date hereof.

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(1) Population Data for Redwood City and Metropolitan Los Angeles from [California Department of Finance Demographic Research Unit](http://www.cdfa.ca.gov/DP/DP_Home.html).

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