

ACTIVE Network™ and VFM Leonardo Offer Online Virtual Venue Tours in StarCite®

Meeting and event planners can now view videos and 360-degree virtual tours of properties in industry-leading Strategic Meetings Management technology platform

SAN DIEGO, Calif. PHILADELPHIA, PA, and TORONTO, ON, Canada –August 26, 2013– [VFM Leonardo](#), technology and online media company for the global hospitality industry, today announced an agreement with [ACTIVE Network, Inc.](#) (NYSE: ACTV), to offer online virtual tours in [ACTIVE StarCite™](#), the industry leading online Strategic Meetings Management (SMM) technology platform. The agreement enables meeting and event planners to better explore hotels and venues by viewing videos and 360-degree tours of Global Distribution Service (GDS)-listed hotels in the StarCite supplier marketplace.

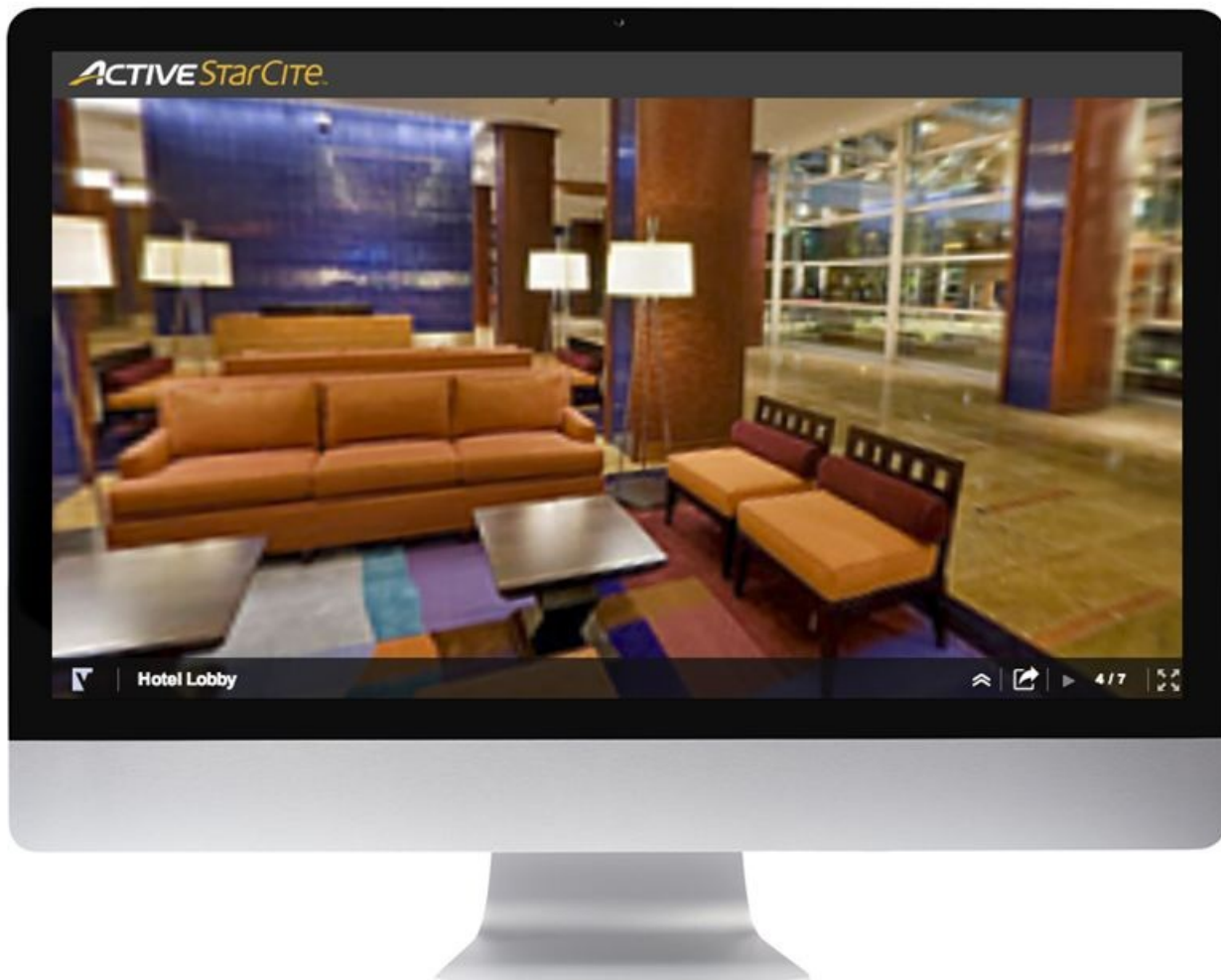
Click [here](#) to view the VFM Leonardo-powered video of [Hilton Hotel Atlanta Northeast](#) in ACTIVE StarCite: <https://mpoint.starcite.com/search/gallery/vfml?vendorID=1050653>.

Click [here](#) to view the VFM Leonardo-powered virtual tour of [Hilton Baltimore](#) in ACTIVE StarCite: <https://mpoint.starcite.com/search/gallery/vfml?vendorID=1132075>.

"With ACTIVE StarCite as part of the VNetwork™, meeting and event planners can enjoy a more complete online experience when researching hotels. Rich media, including videos and 360 degree tours of facilities, allow meeting planners the ability to better explore the event spaces online," said Paolo Boni, CEO of VFM Leonardo.

"VFM Leonardo is the largest online visual content provider for the global travel industry, and we are thrilled to bring the benefits of their technology to ACTIVE Marketplace, the supplier engine that powers our industry-leading StarCite software for SMM," said JR Sherman, senior vice president and general manager of ACTIVE Network's Business Solutions Group. "The technology provides event planners with a better view of venues when searching our marketplace, while at the same time providing suppliers with the ability to promote their content on our channels."

Hotel chains can manage their properties' images directly through their VScape Digital Asset Management license. Properties that subscribe to VFM Leonardo's VBrochure Online Merchandising System provide a better viewing experience, as VFM Leonardo's VPowered viewer enables their rich media to display along with their property listing in ACTIVE StarCite. Additionally, VFM Leonardo's VPowered multimedia display technology enables a first-class visual experience.





- more -

About ACTIVE Network Business Solutions Group

ACTIVE Network is powering the next generation of SMART EVENTS™ through its Business Solutions technology suite, which provides intelligent data and insights designed to increase potential revenue growth, deepen attendee engagement and gain efficiency. Customers of all sizes—including small and medium-sized businesses, enterprise corporations, associations, tradeshow and expos—benefit from a single technology partner for all of their [event management](#) needs. The Business Solutions technology suite includes ACTIVE Conference™ for large flagship conferences, ACTIVE RegOnline™ for attendee management solutions, ACTIVE StarCite™ for [strategic meetings management](#) and event expense management, and the ACTIVE Marketplace™ to connect events with suppliers. For more information on ACTIVE Network Business Solutions please visit www.ACTIVEevents.com.

About ACTIVE Network

ACTIVE Network is the leading provider of Activity and Participant Management™ solutions. Our leading ACTIVE Works cloud platform scales to meet the needs of our customers, large and small, and 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. ACTIVE Network was founded in 1999, is headquartered in San Diego, California, and has offices worldwide. For more information, visit www.ACTIVENetwork.com.

About VFM Leonardo

VFM Leonardo is a technology and online media company for the global hospitality industry. We provide e-marketers at hotel brands, management companies and hotel properties with technology, sales conversion tools and a global travel media network that enables them to better visually merchandise their hotels to millions of in-market travel shoppers monthly. Our core products, the VScape® Digital Asset Management System and VBrochure™ Online Merchandising System, leverage the VNetwork™ - the largest media syndication network in the industry. It includes all major search engines, Global Distribution Systems, online travel agencies, travel research and supplier websites, search portals, review, travel editorial, local directories and major social media and video sharing sites. Taking advantage of VBrochure's mobile and social media platforms, hotels can ensure that their rich visual presentations reach consumers on their mobile devices and through their social graphs. For more information about VFM Leonardo, visit www.vfmleonardo.com.

Connect with VFM Leonardo. [Twitter](#) | [Facebook](#) | [Blog](#)

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.

###

other trademarks mentioned herein are the property of their respective owners.

VFM Leonardo Media Contact:

Candace Green

Toll free: 1-877-593-6634

Phone: 416-263-5446

Email: press@vfmlleonardo.com

Hi-res screenshots available through ACTIVENetwork Media Contact.

Tags / Keywords: [event management software](#), [event technology](#), [online registration](#), [strategic meetings management](#), [SMM](#), [StarCite](#)

Michelle Ragsdale

michelle.ragsdale@ACTIVEnetwork.com

858.964.6017