



## ACTIVE NETWORK POWERS THE 2013 GOPRO IRONMAN WORLD CHAMPIONSHIP AS THE EXCLUSIVE GLOBAL REGISTRATION PARTNER AND IRONMAN SPONSOR

*Technology Platform Has Helped More than 200,000 Athletes Compete in IRONMAN Events Since 1999*

[The ACTIVE Network, Inc. \(NYSE:ACTV\)](#), the leader in cloud-based [Activity and Participant Management™](#) (APM) solutions, prepares its journey to Kailua-Kona, Hawai'i to support more than 2,000 athletes competing for the coveted GoPro® IRONMAN® World Championship title on Saturday, October 12. Earlier this year, IRONMAN expanded its relationship with ACTIVE Network, as the Official Registration Partner and Official Global Sponsor of IRONMAN through 2015. ACTIVE Network now provides global back-end support on a single technology platform, which will power registrations in more than 10 different languages and currencies for more than 190 IRONMAN events across five unique brands worldwide: IRONMAN, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IronKids®.

"ACTIVE Network is honored and humbled to have the trust of IRONMAN, and we're dedicated to continually evolving our technology to support the growth of endurance events, large and small," said Eric McCue, Vice President and General Manager, ACTIVE Network Endurance. "We pride ourselves on developing relationships with our partners to help us better understand their needs, and those of their participants, in order to provide the right tools and insights for their events."

As an Official Global Sponsor of IRONMAN, ACTIVE Network will air its [first-ever commercial](#) online and on television. The 30-second spot will air during the GoPro IRONMAN World Championship live webcast ([www.ironman.com](http://www.ironman.com)) on October 12, then via television broadcast during the GoPro IRONMAN World Championship NBC Special on Saturday, November 16 at 4:30 p.m. In addition, ACTIVE Network will cheer on two of its own employees who will participate in the GoPro IRONMAN World Championship, joining the ACTIVE Network ranks of more than 30 people who have earned the IRONMAN at races over the years. Finally, the beloved Voice of IRONMAN since 1989, IRONMAN Hall of Famer, and ACTIVE Network Vice President, Mike Reilly will welcome athletes as they cross the finish line and become an IRONMAN at the 2013 GoPro IRONMAN World Championship with his famous words, "You are an IRONMAN" as the capstone of the IRONMAN experience.

### 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> or follow us on Twitter [@ACTIVENetwork](#).

### 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](http://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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