



ACTIVE Network™ and Adobe Win EventTech Award

SAN DIEGO, Calif.—Nov. 6, 2013—**ACTIVE Network**™ (NYSE: ACTV), the leader in cloud-based Activity and Participant Management™ solutions today announced they along with their partner **Adobe** won Event Marketer's **EventTech Award** in the category of "Best Use of Data Collection Technology." The award was given for the innovative ways in which Adobe used **ACTIVE Conference**™ for **Adobe Summit**, one of the world's premiere digital marketing events. Adobe leveraged the capabilities of ACTIVE Conference to provide attendees with more personalized experiences at the event. ACTIVE Conference provided Summit participants with registration services, breakout session management, onsite session scanning, and lead management. The services helped enable the participants to maximize their experience at the conference and provided the data needed for more personalized lead nurturing, and greater return on investment. The winners were announced November 5 at the EventTech conference in Las Vegas, Nevada.

Established in 2011 to recognize the power of integrating technology across events and trade shows, the EventTech Awards highlight the best uses of technology to elevate brand experiences, increase reach, drive attendance, increase leads, and enhance engagement between companies and their target audiences. More than 300 entries across 21 categories were received for this year's EventTech Awards, among which 63 finalists were selected.

"We are very happy to accept this industry recognition," said Mike Stiles, Senior Corporate Events Manager with Adobe. "ACTIVE is a thought leader in the event space, and we felt strongly that by implementing their solutions, we could provide a better overall experience for attendees, as well as gain deeper insight into our customers' needs."

"It is an honor to accept the EventTech award with Adobe for the exceptional work they did with the Adobe Summit, the world's premiere digital marketing event," said JR Sherman, senior vice president and general manager of ACTIVE Network's Business Solutions Group. "This award validates the leadership position we've taken in enabling 'Big Data' for events, delivering solutions that provide companies with a consolidated view of attendee data that they can then leverage to increase visibility and unlock additional value from every event experience."

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 or follow us @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. 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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