

The Active Network Acquires Content Management Provider IronPoint

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SAN DIEGO, CA and VANCOUVER, B.C. – April 19 (SEND2PRESS NEWSWIRE) – Driving additional value for its clients in government, non-profit, golf and education markets, The Active Network, Inc., a leading provider of application services technology and marketing services to community service organizations, has acquired Vancouver, B.C.-based IronPoint Technology, Inc. (www.IronPoint.com). The acquisition of IronPoint, a content management software solutions provider, will enable The Active Network to offer an integrated solution for operations management software, content management, marketing services and online technologies. Organizations will also have access to a suite of effective content tools to efficiently create online channels to improve internal communications, enhance customer service, and drive promotion and awareness of their services.

IronPoint brings more than a decade of experience providing content management software solutions that help hundreds of government and educational organizations across North America quickly and easily publish content on their Intranet and Web sites, enabling frequent, accurate and brand-compliant communications with internal and external stakeholders throughout an organization.

“Our customers turn to us for effective technology and marketing solutions that streamline daily administration, promote services and offer greater self-service capabilities for their communities,” said Alex Barnetson, senior vice president, The Active Network, Inc. “Now we can also provide organizations an easy-to-use content solution for managing all of their communications and compliance needs across their public and internal sites with the ability to easily collaborate and share information across departments.”

IronPoint’s content management technology helps organizations capture, manage, store, archive and communicate information and documents critical to their operations. Privately-held and profitable, IronPoint serves organizations across multiple vertical markets with a government and educational customer base that includes City of San Rafael, Calif.; University of Toronto, Ontario, Canada; Province of Ontario, Canada; and Loyola Maramount University, Los Angeles, Calif., among others.

“This is an exciting next step for our company and allows us to strategically respond to the changes we’ve seen in the content management market as more organizations seek one solution and one point of contact for their operations and information management needs,” explained Joshua Bixby, president, IronPoint Technology, Inc. “Our focus has been on developing easy-to-use, feature-rich content tools that help organizations be more effective in their

processes. Now we have an opportunity to integrate our tools into a single, compelling platform with a company that shares our vision, serves the same markets with many common customers, and has the scale and technology infrastructure to support the large community services market.”

IronPoint’s technology streamlines how content is shared and accessed across every line of business within an organization. Organizations can target and deliver personalized content to individuals or groups, maintaining and ensuring information security and access policies while improving customer service levels. With IronPoint’s easy, one-click system for Web publishing, staff members at any level can manage Web content. The company’s open platform architecture enables developers to easily build and customize their own content applications. The technology also provides for homeland security and compliance with regulations and government standards.

IronPoint was recently named one of the top 25 B.C. technology companies best positioned for fast growth in Rocket Builders’ “Ready to Rocket” 2006 list (www.rocketbuilders.com). The Active Network was also recognized for its fast growth in 2004 and 2005, ranking among North America’s top 500 fastest-growing technology companies by Deloitte & Touche and one of the fastest-growing privately held companies in the U.S. in Inc. magazine’s Inc 500.

About The Active Network, Inc.

The Active Network, Inc., based in San Diego, Calif., provides application services technology and marketing access to community service organizations and is a leading online community for active lifestyles. The company’s application services help organizations increase efficiency and reduce the cost and complexity of managing community activities and fundraising events, providing technology that automates information collection, activity registration, facility reservation, membership and fundraising management. The company offers marketing access through integrated marketing and consumer promotions that develop authentic relationships between brands and active consumers. Organizations can also access marketing services that promote community use of online services as well as marketing partnership programs that create additional revenues for organizations through new services for the public.

Through its Web properties, www.Active.com, www.eteamz.com and www.ActiveGolf.com, The Active Network provides consumer services and resources that support participation in healthy lifestyles. The Active Network serves organizations and participants in multiple markets throughout the United States, Canada, Australia and New Zealand.

For more information, please visit <http://www.TheActiveNetwork.com> or call 1-888-543-7223.

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