

# The Active Network Signs 200th Organization for its Hosted, Web-Based Software

## Milestone Marks Quick Adoption of Company's ActiveNet Solution Across Multiple Markets; Delivers Cost-Effective Registration, Reservation and Membership Services

SAN DIEGO, CA – June 26 (SEND2PRESS NEWSWIRE) – Responding to organizations' drive to provide convenient online and in-person services to their communities, The Active Network, Inc. ([www.TheActiveNetwork.com](http://www.TheActiveNetwork.com)), provider of application services technology and marketing access to community service organizations, reached a 200th milestone with the addition of Little Canada Parks and Recreation to its growing ActiveNet customer roster.

ActiveNet, the company's hosted, Web-based software solution, helps organizations across multiple markets streamline administration, centralize data, improve customer service capabilities and drive program participation with an easy-to-use, fast-to-implement, transaction-enabled Web service. The residents of Little Canada, Minn., join the already 8.2 million community members with access to ActiveNet's convenient, around-the-clock online registration services for classes, programs, leagues/tournaments, clinics and more.

ActiveNet enables parks and recreation, school district, higher education, non-profit and fitness organizations to quickly and easily offer program registration, facility reservation, membership and child care services across multiple service channels, including online, in-person or over-the-phone. Whether it's automating traditional over-the-counter services or delivering convenient online service options, ActiveNet saves staff time and significantly reduces paper-based processes. As a hosted technology, ActiveNet eliminates the expense and time involved to install software or manage the technology required for processing Internet transactions and maintaining an IT infrastructure.

The adoption of online services throughout ActiveNet's 200 communities, which include the University of Wisconsin, Madison, Wis.; Johnston Community School District, Johnston, Iowa; and Longmeadow Parks & Recreation, Longmeadow, Mass., has resulted in more than 1.1 million online transactions for services ranging from class and league registrations to park and facility reservations.

"ActiveNet empowers community service organizations of any size to cost-effectively meet their communities' rising demand for quick and convenient service options," said Alex Barnetson, senior vice president, The Active Network, Inc. "Hosted software solutions provide superior customer service and delivery capabilities with minimal investments in time, training and resources."

Little Canada's Parks and Recreation Director Jim Morelan explained: "Our staff needed an automated solution to eliminate manual, paper-based registration processes. Little Canada and several of our surrounding cities chose ActiveNet for its comprehensive, easy-to-use, Web-based tools. With real-time, on-demand access to data, including registrations, payments and reports, we're driving value for our community through improved responsiveness, convenience and access to services."

For more information on ActiveNet, visit [www.ActiveCommunities.com](http://www.ActiveCommunities.com) or call 800-661-1196.

#### **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 daily administration. The technology automates and streamlines information collection, activity registration, facility reservation, tee time reservations, pro-shop management, membership and fundraising management, payments and cash handling, customer service response and Web content management. The company delivers marketing access through integrated marketing and consumer promotions that provide leading brands direct access to 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 the company's Web properties, [www.Active.com](http://www.Active.com), [www.eteamz.com](http://www.eteamz.com) and [www.ActiveGolf.com](http://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 [www.TheActiveNetwork.com](http://www.TheActiveNetwork.com) or call 1-888-543-7223.

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