

# The Active Network Acquires LeagueOne to Extend Reach in Youth Soccer Market

## Largest Software Provider to State Soccer Associations Joins Active to Serve Market of 3.2 Million

SAN DIEGO, CA – July 17 (SEND2PRESS NEWSWIRE) – The Active Network, Inc., a provider of application services technology and marketing access to community service organizations and operator of the largest team and league sports community on the Web, has acquired Alamo, Calif.-based LeagueOne ([www.LeagueOne.com](http://www.LeagueOne.com)), a leading registration and data management software provider to state soccer associations affiliated with the United States Youth Soccer Association (US Youth Soccer).

The acquisition will enable The Active Network to provide a comprehensive, integrated line of services to streamline administration between local soccer clubs and their state associations, while also enhancing the soccer experience through Web site services and community tools for the millions of players associated with US Youth Soccer. With 3.2 million youth players between the ages of five and 19, US Youth Soccer is the country's largest youth sports organization.

"LeagueOne has led the way in delivering integrated registration and risk management software that enables state soccer associations to streamline their operations and interact effectively with their clubs and leagues," said Jon Belmonte, chief operating officer, The Active Network, Inc. "At Active, we've also made deep investments in youth sports, providing technology services for local soccer clubs, leagues, teams and camps in every state and delivering marketing programs that bring new products and experiences to the youth sports community. By integrating our complementary strengths, we can now respond to the youth soccer market more effectively and much more quickly than any other provider and bring a richer offering."

Since 2000, LeagueOne has helped integrate state associations with their clubs using Web-based tools and software. The company provides online registration, data, roster and risk management services that support more than 220,000 US Youth Soccer players across the country. LeagueOne's services make registration and membership management easier for state associations, enabling them to exchange information easily with their clubs, enforce registration policies, and implement risk management programs, saving time and improving accuracy with an automated, online process. LeagueOne's online services also offer soccer clubs a convenient and easy-to-use process for meeting the requirements of their state associations.

Indiana Youth Soccer, known as an innovator in providing services for its membership, has worked with LeagueOne since last year. Explained Executive Director Don Rawson, "LeagueOne's services have helped us streamline the registration and risk management processes for Indiana Youth Soccer and has made a significant impact in our operations. We're looking forward to

LeagueOne and Active joining forces to offer even greater capabilities to the organizers, volunteers, coaches and players involved in youth soccer.”

Through its extensive youth soccer reach, The Active Network provides thousands of local soccer clubs, teams, leagues and camps a line of services that includes online registration, data management, Web site development, fundraising and online donation, and marketing services. The company’s online community, eteamz ([www.eteamz.com](http://www.eteamz.com)), offers the Web’s largest community for team sports and provides an efficient communication system for 2.8 million members across 100 sports. At [www.eteamz.com](http://www.eteamz.com), players, organizers, volunteers and coaches can build homepages, collect fees and player registration data online, maintain message boards, view tips and drills, browse a database of camps and clinics, access fundraising services or collect online donations.

More than 52,000 soccer teams, leagues, clubs and camps have used eteamz tools to build Web sites. Thousands of administrators and coaches, including over 1,000 soccer camps, depend on the company’s online registration and data management tools to manage their seasons. Each month, an additional 100,000 soccer fans and players stay updated on their sport through the company’s e-newsletters. Special Web pages, including Active’s recent World Cup soccer page (<http://worldcup.active.com>), add to the resources. Marketers, including TMobile, PUMA and Health Net of California, have also included eteamz or used Active’s soccer resources in their marketing strategies to more efficiently target the soccer market.

“With access to Active’s deep resources, we can continue our high level of consistent service and also offer additional value such as new feature development and services like online donation, fundraising, marketing programs and Web sites,” explained Rodney Van Winckel, founder and president, LeagueOne. Van Winckel, in his new role as director of product management, will continue to direct service and support for the state soccer associations affiliated with US Youth Soccer.

#### **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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