



Convio, Inc. to Acquire GetActive Software, Inc.

Combination Creates Industry Leader in Internet Solutions for Nonprofits

AUSTIN, TEXAS (January 17, 2007) Convio, Inc. — a leading provider of online constituent relationship management solutions (eCRM) for nonprofit organizations — today announced that it has executed a definitive agreement to acquire GetActive Software, Inc.

Convio and GetActive are widely recognized as the two foremost eCRM software and services vendors within the nonprofit sector. The acquisition is expected to significantly strengthen Convio's ability to provide the most innovative Internet solutions that help nonprofit organizations build high-impact fundraising, marketing and advocacy campaigns. Terms of the transaction were not disclosed. The acquisition is expected to close by the end of the first quarter of 2007.

"This combination will bring together two great companies, each of which has a deep commitment to serving the nonprofit sector," said Gene Austin, CEO of Convio, Inc. "Convio and GetActive have always focused on providing nonprofits with the most advanced Internet solutions for developing strong constituent relationships and driving support. Now, we believe our customers will be even better equipped to realize the potential of the Internet for fundraising, advocacy and outreach."

The acquisition will enable Convio to offer the most complete set of Internet solutions available that are specifically designed for nonprofits, associations and institutions of higher education. Convio plans to leverage GetActive's strong expertise in advocacy, its highly regarded content management platform, as well as the company's strong services operation based in Washington, D.C. The combined company will serve more than 1,400 customers.

Customers of the combined company also are expected to benefit from Convio's industry-leading eCRM technology and expertise in online fundraising and marketing. Since the company's founding in 1999, Convio customers collectively have raised more than \$500 million online.

"Teaming up with Convio means that we will be able to provide even more benefits to GetActive clients and a growing number of nonprofit organizations, as well as accelerate the development of new product functionality," said Sheeraz Haji, CEO, GetActive Software. "It will be great to be a part of a company that is leading the effort to deliver Internet solutions to help organizations strengthen their relationships with constituents, drive stronger advocacy and fundraising campaigns, and achieve greater mission fulfillment."

Added Convio's Austin, "We're excited to join forces with GetActive, a company that has an outstanding reputation, strong product offering and an undeniable passion for serving nonprofit organizations, associations and higher education institutions. By combining the best technology, talent and industry knowledge that both Convio and GetActive offer, we believe we're establishing a company that can better serve the

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needs of a growing and increasingly demanding marketplace. We will also have strengthened Convio's standing as the leading Internet partner for nonprofits, and have better positioned our company for continued growth and success."

About GetActive Software

GetActive Software is a leading provider of online relationship management solutions that help organizations easily recruit, engage, and retain constituents. The GetActive Suite™ includes email messaging, fundraising, advocacy, events, community, and website management. At its core is the Constituent Data Hub™, GetActive's online database, which enables organizations to build comprehensive profiles of supporters by tracking online interactions and integrating with offline systems. GetActive has more than 800 clients, including The Humane Society of the United States, AFL-CIO, University of California, CARE, Oxfam America, U.S. Chamber of Commerce, and the National Association of REALTORS®. Organizations of all sizes are growing their lists, raising funds, optimizing constituent relationships, and improving campaign results with GetActive. For more information, visit <http://www.getactive.com/> or call (202) 659-2791.

About Convio

Convio is a leading provider of on-demand software and services to help nonprofits use the Internet strategically to build strong relationships with constituents for driving fundraising, advocacy and other forms of support. Convio has online solutions for fundraising, advocacy, Web content management, event fundraising, ecommerce and email communications. All solutions include the Constituent360™ platform, a sophisticated, online marketing database that centralizes constituent data and integrates with offline databases.

Convio has been named one of the fastest growing private companies in the nation by Inc. magazine. The company's clients include American Red Cross, American Diabetes Association, American Society for the Prevention of Cruelty to Animals, AVON Foundation, Easter Seals, Farm Aid, National Multiple Sclerosis Society, Sierra Club, The Susan G. Komen Breast Cancer Foundation and Thirteen/WNET New York. For more information, please visit www.convio.com.

This press release contains "forward-looking" statements. These forward-looking statements may be identified by terms such as "believe", "expect", "may", "will", "anticipate", "estimate", "seek", "plan", "intend" and the negative of these terms or other similar expressions. Forward-looking statements involve known and unknown risks, which may cause Convio's and GetActive's actual future results to differ materially from expected results. These risks include, among others, operational and strategic challenges that may prevent the successful integration of GetActive with Convio, increases in operating costs, the emerging and changing nature of the market for Convio's and GetActive's products and services, the ability to deliver on sales objectives, the ability of Convio's technology and its competitors' technologies to address customer demands, changes in economic and market conditions, unplanned system interruptions and capacity constraints, and software and service design defects. Consequently, such forward-looking statements should be regarded solely as reflections of Convio's and GetActive's current plans and estimates. Actual results may differ materially from what is expressed or forecast in this press release. Neither Convio nor GetActive undertakes any obligation to publicly release the results of any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date these statements were made.

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