

Media Contact:

Dana McKeithen, The Active Network, Inc.
001-858-964-3820, dana.mckeithen@ActiveNetwork.com

Simon Whiten, The Active Network UK
02031786296, simon.whiten@activenetwork.com

The Surrey League, the Largest Road Race Organiser in the UK, Offers Online Entry Through The Active Network

LONDON – September 1, 2008 – The [Surrey League](#), the UK's largest cycle racing league, has selected [The Active Network](#) (Active), a leading provider of online entry and event management technology, to provide online entry for its over 160 annual events. The three-year agreement with Active will give the Surrey League access to the popular online entry system and provide them with a new Web site using Active's easy-to-use web building tool, Active Content Manager.

"With over 1,300 riders participating in hundreds of events per year, Active's robust online entry system will eliminate time-consuming, paper-based processes and enhance the overall efficiency of our league," explained Glyn Durrant, competition administrator for the Surrey League. "Active is the experienced leader in online entry technology with resources that allow us to offer the latest online tools to our riders and provide us with the confidence that our members will have the best race entry experience."

Active provides online entry for over 55,000 sports events worldwide and its solutions improve organiser efficiency, resulting in increased participation and revenue expectations. Active's customisable online entry technology features real-time-reporting, email marketing tools and easily downloadable information into accounting packages.

"This deal marks Active's commitment to the UK cycle racing market," explained Simon Whiten, UK country manager for The Active Network. "We have created an online entry system that caters to the British racing cyclist and we know other leagues will follow suit and benefit from our technology. With Active's technology, race organisers can email riders at the touch of a button."

In conjunction with providing new online entry technology, the Surrey League has also selected Active's easy-to-use content management tools to redesign its Web site. Active's technology will provide the Surrey League with complete control over the design of its new Web site with the ability to create a look and feel that resembles the brand. Visitors will be able to easily search for races, view race schedules and availability, and pay online for entry for events with a credit card.

About the Surrey Cycle Racing League

The Surrey Cycle Racing League aims to provide a full year's cycle racing for all categories of riders

especially at grass roots level. Established in 1983 by ex-professional rider, Keith Butler, the Surrey Cycle Racing League is the UK's premier cycle racing league. During 2007 the Surrey League provided racing for over 1300 riders in over 160 races.

About The Active Network in the UK

The Active Network provides industry-leading online entry, technology and marketing solutions to enable and encourage participation in activities and events worldwide. For more information, visit **www.ActiveNetwork.co.uk**.

###