



For Immediate RELEASE:

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Atlanta Falcons Select SignUp4's "The Event Management System™" for Registration Management

ATLANTA, GA, February 23, 2005. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, announced that the Atlanta Falcons has chosen them as the preferred provider of web based registration and event management software for 2005.

The Atlanta Falcons is one of the NFL's premiere teams and host many popular events where registration is required. The organization plans to utilize SignUp4's "The Event Management System™" to automate the registration process for various events such as football summits, luncheons and golf tournaments. With SignUp4, the Falcons expect to reduce deployment times for registration services, improve communications with attendees and experience significant efficiencies through automation by implementing SignUp4's payment processing module.

"As one of the NFL's top teams, we're extremely honored by the Falcons' decision to choose SignUp4", comments Nick Romano, SignUp4 President and co-founder. "Our continued sales wins and dedication to providing the best in product and client services allow us to earn the trust of organizations like the Atlanta Falcons. We look forward to assisting them with their registration requirements for the upcoming year."

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners, corporate and government entities. Clients enjoy an enhanced event planning and management experience through flexible and easy to use quality solutions. For more information, please visit SignUp4's website at www.SignUp4.com or call at 404.237.8945.