

For Immediate RELEASE:

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SignUp4 and eVent Streams Announce Partnership to Provide Enhanced Communication Capabilities to Corporate, Government and Association Marketing Professionals

Atlanta, GA, July 7, 2003. SignUp4, the leading provider of registration, survey and event management solutions today announced a strategic partnership with eVent Streams, the premier provider of streaming media technology for web-based delivery of specialized strategic communications for both internal and external business uses.

The companies will offer an integrated solution incorporating the event marketing and management capabilities of SignUp4's industry leading The Event Management System™ with the award winning integrated email/streaming video capabilities of eVent Streams' SeeMail. Customers taking advantage of this enhanced solution will be able to offer a more personalized and interactive experience to their event marketing and registration sites with the inclusion of custom streaming video into emails and event websites.

"SignUp4 represents a perfect compliment to our quality-focused offering for Event Professionals and those whom they serve," adds Jason Colin Jones, a Managing Partner at eVent Streams. "We share a vision, attitude, passion for innovation and client-centered problem solving, and we believe that together, through this partnership, we represent a top-tier system that provides real -measurable and meaningful - value that's truly a uniquely turnkey solution for the marketplace."

The major benefit to administrators is the ability to include enhanced communication capabilities with registrants and attendees before and after events. Executives/administrators can now incorporate streaming video messages to registrants within confirmation emails, event marketing emails, as reminders prior to events or within post event correspondence. Similarly, streaming video can be included into event websites



to augment the interactive experience for registrants and attendees detailing hotel, site locations or extra curricular events. Additionally, with the desktop calendar integration, registrants can accept event dates to be populated within their desktop calendars for convenient reference. The integration is easy and maintains SignUp4's primary objective of non-requirement of IT to build, deploy and manage event sites.

“Our customers are looking for new and creative ways to better communicate with their event registrants and attendees.” adds Nick Romano, Vice President of Operations and Managing Partner for SignUp4. “Giving our clients the ability to provide personal dialog from Corporate/Association executives directly to the individual attendees is a value add for our customers and an enhancement to traditional email/e-marketing tools. This puts a refinement to their events that sticks with registrants/attendees. We're very excited about the inclusion of eVent Stream's technology into our product offerings.”

This product is available July 15th. For more details contact SignUp4 (404.237.8945) or eVent Streams (404.816.1114).

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for Corporate, Government and Association event planners and managers. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4's website at www.signup4.com or call at 404.237.8945.

About eVent Streams

eVENT STREAMS provides strategic "on-demand" communications solutions delivered via the Internet, utilizing streaming media. These applications include but are not limited to, strategic messaging, sales and marketing, internal communications, distance learning, crisis management, company strategies, company culture, and compliance. In addition, we can provide live web-cast solutions. Our consulting experience is critical in helping you to determine which events should be web-cast. You can visit eVent Stream's website at www.eventstreams.com or call at 404.816.1114.