



June 22, 2007

Re: Hammerhead Communications Merges Operations with The Active Network, Inc.

Dear Hammerhead customer:

We have exciting news to share with you!

Hammerhead Communications and The Active Network, Inc. are pleased to announce their decision to merge operations, effective June 22, 2007, to deliver even greater value, more choices and dedicated customer service to you and your members. Headquartered in San Diego, California, The Active Network is a leading provider of technology solutions to sports organizers and operator of the largest team and league sports community on the Web.

Both Hammerhead and The Active Network share a solid commitment to the soccer industry along with a proven track record of providing cutting-edge technology solutions tailored specifically to the youth soccer market. Active has established a strong online soccer community of several thousand soccer leagues and 80,000 teams through Active.com and eteamz, and continues to add enhanced online community tools including blogs, coaches tips, drills and training tools to name a few. The merger will also provide Hammerhead clients with immediate access to new services including online donation and fundraising management, e-marketing services, Web building tools and content management system.

We are also pleased to share that the entire Hammerhead Communications team will be joining Active and will continue to serve our customers within the soccer market. With our combined resources, capabilities and complementary strengths, we will focus on delivering a comprehensive and integrated suite of technology solutions to streamline the administration, management and communication for soccer organizers and administrators. While you will benefit from the support of all Active staff members, your account manager and primary point of contact remains unchanged and may be reached with the same contact information.

We value your business and are convinced your organization will experience exceptional value as a part of the Active family. We welcome you to contact us directly at any time with any questions or concerns.

Sincerely,

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The following provides more information regarding the merger.

1. Why is Hammerhead merging with The Active Network?

The Active Network has acquired Hammerhead Communications and is merging the operations to bring a more complete and integrated suite of services to the youth soccer market. As recognized industry leaders, the companies share a common vision of providing the industry's best products and services.

2. Will The Active Network maintain the same level of commitment to the soccer market that we have seen from Hammerhead in the past?

Absolutely! Hammerhead was built serving the needs of the soccer community over the last 15 years, and our commitment remains in tact as we transition and become members of The Active Network family. In fact, Active's team sports department is full of passionate soccer fanatics – eight of which played Division 1 college soccer and others who are volunteer administrators. Our success is tied directly to our commitment to help grow participation and constantly improve the experience of youth sports players, parents and administrators. We will continue this commitment by providing services that make youth soccer easier to administer and more fun and convenient for parents and players to participate.

3. Will I be able to rely on the same level of service and support I've received in the past?

Absolutely! Hammerhead now has the resources of The Active Network, a growing company with over 750 employees. Our intent is to leverage our strengths and capabilities to provide an even higher level of service and support for our soccer clients. This means more choices, better value, increased resources, enhanced support and an ongoing commitment to your satisfaction.

4. Should we anticipate a change in the products, services or pricing for our current solutions?

We plan to develop new features and enhancements to expand our current offerings to assist you in meeting your goals. As these new solutions become available, we will outline upgrade paths for each of our current product lines to offer our customers choices targeted to their specific needs. However, you will have immediate access to additional services offered by The Active Network and we look forward to discussing these services with you.

5. What will happen to the existing Hammerhead team?

The Hammerhead team will remain intact in various roles with a continued focus on the soccer market as employees of The Active Network.

6. I am currently considering the purchase of a Hammerhead service. How will this affect my purchase process?

We feel there has never been a better time to become a customer. You can be confident that the solution we provide you will be backed by the industry's leading technology company. We will work with you to determine your specific needs and requirements and provide the technology solution that best meets those needs.

For more information about The Active Network, Inc., please visit www.TheActiveNetwork.com.