

NEWS RELEASE

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MOTIVACTION AND ON24 PARTNER TO DELIVER A PREMIER VIRTUAL EVENT EXPERIENCE

MotivAction is answering the call for a more flexible approach to traditional meetings and events.

[Minneapolis, MN] (March, 1 2010) – [MotivAction](#), a recognized innovator in [meetings and event management](#), today announced a partnership with ON24, the global leader in virtual event technology. This partnership blends MotivAction's 34 - year history and proven approach to meetings and event management with a flexible technology solution.

"We believe that our breadth of products, combined with MotivAction's experience, is the perfect offering to a market that values flexibility, reliability and an optimized end user experience," said Ben Sullivan, Vice President Channel Sales, ON24.

As the need to connect with audiences in more relevant, timely, and efficient ways grows, so does the need for a hands-on meetings management partner that can incorporate traditional practices with virtual technology. "Taking an event virtual with MotivAction means you will extend reach beyond the confines of a live event, engage audiences with specialized targeted content, gain the ability to measure every aspect of your event, and ultimately realize a higher ROI," said Brad Williams, Vice President, Meetings & Events, MotivAction. "We understand that our clients' objectives are to deliver meetings and events that produce results. With that knowledge we evaluate individual client goals and design the appropriate solution for their needs."

MotivAction's Virtual Event team is creating complete event experiences that include both hybrid and totally virtual solutions replicating physical meetings in a branded, intuitive and engaging environment. For each participant the experience is personalized in a way that is meaningful and relevant. In each environment the MotivAction team incorporates the traditional aspects of a live event such as: conference halls, exhibits, training sessions, reference libraries, and then integrates social media components enabling an interactive experience. Unlike a traditional event the virtual environment can support attendees long after the meeting concludes providing an opportunity for ongoing communication, education, and networking.

About MotivAction

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering [meetings and events](#), [incentives](#) and [recognition](#), and [learning](#) services to many FORTUNE 1000 companies for over 30 years. For more information, visit <http://www.motivaction.com>

About ON24, Inc.

The recognized global [virtual events market share leader](#), ON24 is the world's leading provider of [webcasting](#) and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for a wide range of applications, including training, conferences, company meetings, partner expos and [virtual trade shows](#). More than 750 organizations in [publishing](#), [technology](#), [life sciences](#), [government and financial services](#), including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare, Oracle and the National Science Foundation, rely on ON24. The company is headquartered in San Francisco,

with offices in New York, London and Singapore. For more information, visit <http://www.ON24.com>.