

amiando relaunches its award-winning event tool and adds “free and super easy to use” to “powerful”

Munich, August 09, 2010. amiando (<http://www.amiando.com>), the online tool used to organize more than 100,000 events, announced today that it opens up its powerful feature set to every event holder worldwide, regardless of the type and size of event they are organizing.

The completely reworked version of amiando brings a new era of online event tools:

- The world’s first email marketing tool custom-tailored for events
- Revolutionary free pricing model with full feature set
- Radically improved usability along with a fresh new look

The award winning online tools for events are now available for free

Over 100,000 events worldwide use amiando’s online tools to sell tickets and create professional registration forms for events. With the new version of amiando the full feature set becomes available for free for events of all types and sizes. If the event is for free, using the amiando tools is completely free of charge. If the event sells tickets, amiando charges a small fee per participant.

amiando adds “free and super easy to use” to “powerful”

amiando is one of the most powerful and feature-rich online tools for event organizers worldwide. With the new completely revamped system, the tools that are being used by customers like Facebook, BMW, United Nations and MTV now finally become accessible to every event host worldwide - regardless of the type and size of event. This is made possible by a streamlined usability and a cut in the price tag by up to 100% - making amiando the tool of choice for a completely new audience.

The world’s first email tool custom-tailored for events

Along with the relaunch amiando is presenting the world’s first email tool custom tailored to the needs of event organizers. The email tool includes integrated ROI tracking to analyze the success of marketing campaigns down to the detail of individual ticket sales. “Event organizers have a strong need for online marketing tools like email and social media marketing. But at the same time they have a hard time finding tools in the markets that are perfect for events. At amiando we have decided to empower them with exactly these tools that are custom-tailored for events and at the same time intuitive and super easy to use. Today we are expanding our product line of online marketing tools with the world’s first email tool for event organizers”, says Felix Haas, CEO amiando.

How amiando helps to make event holders’ lives easier

"I've found both amiando's platform and their customer service to be excellent." Mike Butcher, Editor TechCrunch Europe

Any Questions?

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„amiando has shown the UNESCO foundation, what really mattered in modern ticketing and how to use modern media. The registration process for our yearly UNESCO Charity Gala improved dramatically. It was just amazing! But that's not all, amiando also helped us to reach a new milestone in Online Fundraising. The relationship between amiando and the UNESCO foundation has been a great relationship from start to finish and an important step for us into the future! Thank you very much!“ Oliver Jägers, Managing Director UNESCO

About amiando

amiando is a pioneer for online registration and ticketing. Since its founding in 2006 amiando has become a leading software-as-a-service platform for professional events.

amiando's products help event organizers reach a professional level of event organization that until now was only reserved for large corporations and event agencies. All tools are online-based and immediately available for use, no software installation required. Over 100,000 events worldwide use amiando, among them such prestigious names as Facebook, BMW, UNESCO, and Telefónica O2.

amiando has been awarded numerous prizes for its innovative products, among them the “Technology Pioneer of 2010” at the World Economic Forum, and the „eco Internet Award” as the best business client portal. The company is supported by prestigious Venture Capitalists such as Wellington Partners, Adinvest, and a network of international Business Angels

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