

PRESS RELEASE

colada.go – The world novelty at this year's Swiss EMEX

Zurich, August 25th 2008. Europe's leading provider of online tools for professional Event marketing, the company salce colada AG with head office in Schaffhausen (Switzerland), is launching a true world novelty at this year's Swiss EMEX Show in Zürich, Switzerland.

With colada.go event managers now have the possibility to create and send personalized email invitations, create event websites as well as manage and share participant registrations in one single easy to use online-tool.

Invitation, registration and participant list – all in one single application.

The organization and administration of invitations and confirmations, creating and updating participant lists and name badges is still always extremely time-consuming.

Despite modern computer technology, this process is still carried out by stressful manual work in many places. colada.go is the solution for your event administration! With colada.go, you can combine the whole process into one single application for the first time.

The advantages – persuasive

- Design professional online registrations. As a result, you can give your own persuasive touch to your event, meeting, training session or conference from the very beginning.
- Send personalized invitations. Invitations with your company's design and at your desired web address and convince others about your professionalism.
- Import your data with the click of a mouse; transfer your guest information from existing spreadsheets or directly from your email application – very easily.
- Stay up-to-date. Confirmations and refusals as well as pending responses can be viewed immediately - with just one mouse click.
- Keep track easily. Print out participant lists or name badges.
- Stay calm at the last minute. Give your guests the opportunity to change their confirmation at the last minute.

The Operation - easy

- colada.go is appealing due to its intuitive user guidance system.
- colada.go can be operated even by beginners without training and can be used immediately.
- colada.go is strictly an online application. You do not need to install any software on your computer.
- You are always up-to-date and benefit from further innovations and new capabilities.

The costs - transparent

- Test immediately. colada.go is free for the first 100 registered guests per user. Thus, you can create and test your first event without obligation.
- Transparent costs. Using colada.go is free. A transaction fee of 3 Euros is charged per registered guest.
- Convenient. Pay for your transactions with credit card, PayPal or by debit. Sending emails is free.
- Without limits. You can organize as many events as you wish.
- Guests from all around the world. colada.go is available in English and German. French, Italian, Russian and Spanish are available soon.

The world of colada

colada.go is your introduction to the world of colada, the leading provider of online tools for professional event marketing.

colada.events is the comprehensive and professional solution for planning complex events of any kind. Among other things, it offers hotel and travel management, one-to-one meetings, group registrations and a number of other useful features for enterprise event management – with functions as extensive as solutions for your event purchasing or planning on site.

colada.services offers a comprehensive range of services – which lets you have each phase of your event planning and implementation well in hand.

Register now for a free trial: www.colada-go.com

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