

FOR IMMEDIATE RELEASE

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BrightDoor and Ginn Unite to Build Customer Relationships at Reunion Resort & Club

Use of new online portal technology raises real estate buying experience to a new level

CARY, NC – BrightDoor Systems Inc., the leader in on-demand customer experience management (CEM) software and services for the real estate industry, announced today that it has entered into an agreement with The Ginn Company to build an integrated sales and marketing system for three communities in the Reunion Resort & Club in Orlando, Florida.

Ginn will use BrightDoor Affinity, a web-based portal tool to share information with prospects and owners throughout the entire sales lifecycle. This highly personalized web solution is designed to build relationships with prospects and keep people involved and excited about their investments. Prospects will receive construction updates and easily view photos of their properties and amenities under development.

"We want to develop a deeper, one-to-one relationship with our prospects," said Jennifer Johnson, Marketing Director for The Ginn Development Company. "The BrightDoor solution allows us to keep our clients up-to-date with the latest developments, which will lead to greater sales and more satisfied owners."

The Ginn Company is a private real estate development and management firm that has built a reputation for creating leisure lifestyle and resort communities. The Ginn Company is a leader in the development and management of real estate sales, hospitality and golf courses within its master-planned communities.

BrightDoor Affinity is one component in a suite of onsite and online marketing solutions that dramatically improve the home buying process.

"We're delighted to be working with The Ginn Company to help them become more successful," said Deven Spear, CEO of BrightDoor Systems. "We have the system to hone their competitive edge in a market where success is defined by relationships and relationships are built one interaction at a time."

The agreement calls for future deployment of a content manager for all online presentations and a customized messaging system that streamlines sales force communications and provides real-time data capture, reporting and analysis of system usage.

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About Ginn Clubs & Resorts

Ginn Clubs & Resorts is a privately-held resort development and management firm which specializes in exclusive leisure lifestyle and vacation destination communities across the United States. From private residential communities to resort destinations offering unparalleled ownership and vacation opportunities, the common denominator throughout every Ginn Club & Resort is exceptional service.

The company's principals have more than three decades of experience in creating extraordinary large-scale, recreation-oriented communities. Current Ginn Clubs & Resorts projects include Cobblestone Park in Columbia, S.C. and Belvidere Club & Resort, which encompasses RiverTowne Country Club, The Cottages on Charleston Harbor and Patriots Point Links Golf Course in the Charleston area. The company also owns and operates Hammock Beach & Yacht Harbor Village near St. Augustine, Fla., Reunion Resort & Club of Orlando, Bella Collina north of Orlando, Tesoro in Port St. Lucie on Florida's historic "Treasure Coast" and Mahogany Run Golf Course in St. Thomas, U.S. Virgin Islands. In addition, the company has several other projects under development in North Carolina, Vermont, Colorado and the Caribbean.

About BrightDoor Systems

BrightDoor Systems, Inc. is the leader in on-demand customer experience management (CEM) software and services for the real estate industry. Founded in 2005, BrightDoor revolutionizes the way developers, realtors and builders use technology to sell real estate.

BrightDoor provides solutions for the entire sales and marketing lifecycle that unite formerly disparate tasks into an intelligent, fully integrated system that raises the buying experience to a new level. The system platform enhances the sales and marketing process and manages every aspect of the buying lifecycle - from early lead generation and onsite sales presentations, to follow-on marketing initiatives and property closings. BrightDoor delivers personalized onsite and online sales experiences and real-time sales management tools that build customer relationships, increase close ratios and drive repeat sales and referrals.

BrightDoor is rapidly deploying its real estate solutions in the Southeast market (from Florida to Virginia) with expansion into New England and the West imminent. The company is headquartered in Cary, NC. For more information, visit www.brightdoor.com.

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