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BrightDoor Heads West to Real Estate Connect SF 2006

Innovative customer experience technology featured at premier real estate conference

CARY, NC – BrightDoor Systems Inc., the leader in on-demand customer experience management (CEM) software and services for the real estate industry, will be demonstrating its fully integrated sales and marketing system at the Real Estate Connect SF 2006 conference in San Francisco, CA, July 26-28, 2006, in booth 211 at the Palace Hotel. The BrightDoor system delivers personalized onsite and online marketing experiences and real-time sales management tools that dramatically improve the home buying process.

Real Estate Connect has been the premier event for 10+ years where leaders in real estate, technology and innovation gather to network with one another, make deals and set the agenda for the market. RE Connect is hosted by Inman News, the nation's leading independent real estate news service and content provider.

BrightDoor unites formerly separate sales and marketing tasks into a seamless, intelligent, fully integrated system. Lead generation and tracking becomes more effective as data is gathered from all channels. Sales center and site visits become more compelling and engaging thanks to dynamic content personalized to prospects based on their individual profiles. And closing the deal becomes more efficient because BrightDoor was used to build a richer relationship from the first hello.

BrightDoor was formed in 2005 after years of experience in creating custom applications for Fortune 100 companies. The company is rapidly deploying its real estate solutions in Florida, South Carolina, North Carolina, Virginia and New England.

"We're now focused on building brand recognition in the West Coast and industry exposure at the national level," said Deven Spear, CEO of BrightDoor Systems. "Upwards of 2000 decision makers, opinion leaders and investors will be able to experience the power of the BrightDoor system first hand at the conference."

BrightDoor is also exploring partnership opportunities with other innovative companies and content providers to extend their system platform into new areas of functionality and service.

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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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