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BrightDoor presents at 5th Annual Amenity Communities Marketing Summit

Company demonstrates revolutionary sales and marketing platform

Hilton Head Island, SC – October 10, 2006 – BrightDoor Systems Inc., the leader in on-demand customer presentation and relationship management software for the real estate industry presented at the 5th Annual Amenity Communities Marketing Summit. The Summit is one of the most highly anticipated conferences for developers and marketers of master planned communities around mountains, water, or golf courses. It draws hundreds of the top real estate executives and marketing professionals together to discuss the latest creative ideas and technology breakthroughs in the industry.

During the event, Deven Spear, CEO of BrightDoor Systems, led a breakout session on the benefits of utilizing technology in the physical sales environment. As a case study, he showed how BrightDoor's fully integrated digital sales and marketing platform could streamline and enhance the sales experience. Spear also shared current BrightDoor customer success stories to provide a framework for discussion.

"Terry Weaver is a true inspiration for everyone in the master planned community space," said Spear. "This event is very beneficial to our understanding of the challenges and needs of current and future customers. We appreciate the opportunity to participate."

About ACES

Terry Weaver formed Marketing & Sales Institute (MSI) in 1987. MSI provides sales and management training to executives and their sales and support staffs in residential communities built around oceans, lakes, mountains, and golf courses. In 1995, he created the ACES (Amenity Communities Excellence in Selling) Academy held at the beginning of each year and attended by 500+ sales and management people from all over the U.S. and Canada. For more information, please visit <http://www.msicorp.us/>.

About BrightDoor

Founded in 2005, in Cary, North Carolina, with close proximity to Raleigh and Research Triangle Park, BrightDoor has created, specifically for the real estate industry, a fully integrated digital sales and marketing platform. This suite of presentation and customer relationship management capabilities can improve sales, manage information exchange, acquire customer intelligence, and fully personalize customer communications.

For more information, please visit www.brightdoor.com.

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