

FOR IMMEDIATE RELEASE

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BrightDoor Secures \$2.1 Million in Series A Funding

WWC Capital and IDEA Fund Partners provide capital for BrightDoor growth

CARY, NC – May 9, 2007 – BrightDoor Systems Inc., the leader in on-demand customer presentation and relationship management software for the real estate industry, is pleased to announce the completion of our Series A financing. WWC Capital Group and IDEA Fund Partners are the lead investors in a \$2.1 million round.

The funding provides capital for BrightDoor to expand in the growing real estate technology segment. The capital will fuel BrightDoor's highly integrated sales, marketing, and customer relationship management platform – a solution targeted specifically for the real estate industry.

BrightDoor's novel technologies have been deployed in resort and primary home communities from Florida to Virginia.

"An investment in BrightDoor reflects our foremost mission: to support innovation-driven companies who have high-growth potential," says John Cambier, partner with IDEA Fund Partners. "BrightDoor is blazing the trail as an entire industry transforms its sales and marketing operations."

Michael Cromwell, co-founder of WWC Capital Group, adds, "We are excited about helping increase BrightDoor's ability to add value to its clients by improving their sales and marketing processes. BrightDoor's traction is testimony to its leadership position in this market."

BrightDoor CEO and co-founder Deven Spear notes, "We are pleased that WWC Capital and IDEA Fund Partners share our vision. Beyond their funding, which is critical to our growth, we welcome their expertise and commitment." Adds Sean Harrison, BrightDoor's chief operating officer, "The financial leverage that WWC and IDEA Fund Partners afford us will add significant value and assistance at precisely the right moment. We are proud to join the companies already in their portfolios."

Unique in the industry, BrightDoor enables developers, builders, and real estate marketers to rapidly deploy electronic media across their entire sales/marketing cycle – from lead management to customer communications, web portals, and onsite presentation.

BrightDoor clients enjoy clear productivity gains thanks to its holistic approach. "Very few companies afford the integration between the web site, the onsite presentation, and the CRM. That's a major advantage," says Gerrit Albert, president of Hampton Lake community in the Hilton Head area. "In addition, the ease of information flow that BrightDoor provides between us and our customers gives us an even greater edge."

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“BrightDoor understands our business. They understand what we’re trying to sell, and how we’re trying to sell,” notes Bethaney Dale, who directs neighborhood marketing for York Simpson Underwood of the Research Triangle area of North Carolina. “BrightDoor enables you to be very intelligent with your sales approach. They make the sales process so much more natural and collaborative. It’s as if you and your prospect are exploring and discovering together, so the barriers are lower.”

About WWC Capital Group

WWC Capital Group is a private equity investor that seeks to create value by investing in growth businesses in the information technology, business services, and financial services markets. WWC's principals bring a combination of operational, financial, and transactional experiences to its investments. The company is attracted to opportunities where it can add significant value and assist a company in reaching its goals. WWC Capital is located in Reston, Virginia. Further information is available at www.wccapital.com.

About Idea Fund Partners

IDEA Fund Partners provides seed and early stage equity funding as well as company building expertise to IT, materials technologies and medical device companies in North Carolina as well as the Southeast and Mid-Atlantic regions, seeking to serve as a bridge between angel and institutional investors. IDEA Fund Partners is located in Research Triangle Park, North Carolina. For more information, visit www.ideafundpartners.com.

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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