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BrightDoor to Exhibit at ULI Conference on Master-Planned Communities
Real Estate's first Customer Experience Management platform on display

CARY, NC – June 11, 2007 – BrightDoor Systems Inc. has announced plans to exhibit at the upcoming Urban Land Institute Conference “Developing Master-Planned Communities: Reinventing for the Future” to be held in Huntington Beach, California on June 14-15th. The event brings together an international audience of developers, homebuilders, architects and consultants to share insight and knowledge specific to design and execution of Master-Planned Communities.

During the conference, BrightDoor will demonstrate the first integrated Customer Experience Management platform developed specifically for the real estate industry. BrightDoor's software combines customer relationship management with real-time online and onsite presentation.

Conference participants will see how homebuyers receive personalized communications in either a sale center or model home as well as on the Internet through web portal technology. Participants will also have opportunities for hands-on demonstration of BrightDoor's web-based tools that allow for management of prospects, media content and inventory information.

For BrightDoor, this event offers a unique chance to meet the decision-makers that are shaping the future of master-planned communities. “Having participated in previous ULI conferences, the knowledge we've gained from understanding both the challenges and opportunities of this market has been invaluable” said Deven Spear, BrightDoor's CEO. Spear added, “We look forward to demonstrating how our software platform can add value to every aspect of their entire sales and marketing process.”

About Urban Land Institute

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has more than 36,000 members representing all aspects of land use.

About BrightDoor

Founded in 2005, in Cary, North Carolina, BrightDoor has created the first integrated Customer Experience Management platform specifically for the real estate industry. This suite of on-demand presentation and relationship management solutions works to improve sales, manage information exchange, acquire customer intelligence, and fully personalize customer communications.

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