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BrightDoor Showcased at ULI Conference on Master-Planned Communities
BrightDoor technologies seen as an "Amazing Sales Companion"

HUNTINGTON BEACH, CA – June 22, 2007 – BrightDoor Systems, Inc. showcased its technology at the Urban Land Institute Conference "Developing Master-Planned Communities: Reinventing for the Future" held on June 14-15th. The event brought together an international audience of developers, homebuilders, architects and consultants to share insight and knowledge specific to design and execution of Master-Planned Communities.

BrightDoor demonstrated the first integrated Customer Experience Management platform developed specifically for the real estate industry. Many of the attendees had not yet seen BrightDoor's solution, which combines customer relationship management with real-time online and onsite presentation. "What an amazing sales companion," one ULI participant commented.

Differentiation from the competition and creating more memorable buying experiences were key messages throughout the ULI Conference. "This is exactly what the speakers here at ULI have been talking about - providing a real customer experience. Something that differentiates us," added another attendee after viewing BrightDoor's demo.

Conference participants also commented on BrightDoor's personalization capabilities, "I can't believe how quickly and easily this system personalizes the sales message. It's obvious to me that BrightDoor understands selling real estate " a real estate developer said.

Participants also had an opportunity to view BrightDoor's web-based tools that allow for management of prospects, media content and inventory information.

For BrightDoor, the event offered a chance to meet the decision-makers that are shaping the future of master-planned communities and served as a forum to demonstrate its technology on the West Coast. "There was a lot of excitement around our booth from everyone who witnessed our technology," said Deven Spear, BrightDoor's CEO. Spear added, "This was a valuable event for us to listen to the industry and ensure that our products continue to address the needs of the master-planned community developer."

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.

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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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