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BrightDoor Expands Team with New Sales Executives
David Washington and Wade Adler Named to Growing Sales Force

CARY, NC – JULY 27, 2007 – BrightDoor Systems Inc. continues its trajectory toward a national sales force with the addition of two additional sales executives. David Washington has accepted the role of Sales Director and Wade Adler will serve as a Sales Consultant. BrightDoor is the creator of the first integrated customer experience software designed specifically for the real estate industry, combining online media, customer relationship management capabilities, onsite presentations, and personalized customer communications.

“Wade Adler’s in-depth experience with master planned communities and David Washington’s equally strong expertise in on-site technology implementation will bring our clients excellent know-how and practical, cost-effective solutions,” says Deven Spear, BrightDoor’s co-founder and chief executive officer.

Adler brings to BrightDoor in-depth experience in real estate, in particular master planned communities. In ten years, Alder has worked exclusively for the real estate industry in all facets of sales and marketing. He has held executive positions at a number of high-profile master planned developments, including serving as marketing coordinator for Treyburn Golf and Country Club in Durham, NC, and director of marketing at Tidewater Golf and Country Club in North Myrtle Beach, SC. Adler also was sales manager at Bald Head Island, a private island off the coast of North Carolina.

Washington provides BrightDoor clients with strong service and solution capabilities. With more than twenty years of sales experience in the technology arena, Washington has held a number of key sales management positions. Prior to joining BrightDoor, Washington served for five years as a strategic account executive with IKON Management Services, part of the world’s largest independent channel for document management technologies. During that tenure, he and his team were successful in increasing IKON market share and developing a Management Services client base.

About BrightDoor Systems

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 reaches beyond customer relationship management (CRM) software to generate leads 24/7, automatically acquire customer intelligence, manage online information exchange, fully personalize customer communications and marketing materials, and accelerate sales.

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For detailed information about BrightDoor, please visit www.brightdoor.com.