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BrightDoor Hires Star Chief Technology Officer
Will provide leadership into technologies that deliver superior ROI

CARY, NC – AUGUST 21, 2007 – To further advance its high-technology stake in real estate lead generation and customer experience marketing, BrightDoor Systems Inc. has brought onboard Colin Boatwright in the new position of Chief Technology Officer.

Boatwright's primary responsibility will be forging the strategic direction of BrightDoor's fast-advancing technology, which is quickly being adopted by real estate developers nationally. Boatwright was formerly president and chief technology officer of BuildLinks Inc., the highly successful Morrisville, NC, company that provides a web-based construction management platform to residential builders.

"Colin Boatwright brings to our clients an insider's understanding of developers and builders and a track record of delivering a total online customer experience," says Michael Worthington, BrightDoor's co-founder and Chief Marketing Officer. "Those are the strengths we need to help our customers enhance the return on their technology investment."

"The leading-edge is where I'm most comfortable, and that's where BrightDoor is," Boatwright says. "I wanted an opportunity to get back to experience-based applications. The concept that builders and developers can generate leads 24/7, automatically capture buyer profiles, and then use that intelligence to generate an memorable customer experience is novel and exciting."

Boatwright brings to BrightDoor more than a dozen years of senior management experience as well as a depth of expertise in enterprise software architecture.

Boatwright's fast rise in the field of digital technology systems for online live events set an early pattern for consistent achievement. In the late 1990s, Boatwright was co-founder and Chief Technology Officer for Total Sports Inc., whose TotalCast technology was soon licensed to MLB Advanced Media, the interactive media and internet company of Major League Baseball. When Total Sports was acquired by Quokka Sports, a public company, in 2000, Boatwright became vice president of production technology and engineering. Quokka provided a digital platform for live event coverage, news and information, audio and text dispatches from athletes, games, and community forums.

"Home buyers and sports fans have a great deal in common when it comes to immersive online experiences," says Boatwright. "They both foster a close connectedness between the consumer and seller."

Accolades for the 1995 graduate of North Carolina State University include being named one of

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Street & Smith's Forty Under 40—the most influential young executives in the sports industry. Boatwright also was listed among North Carolina's Fast 50, an award by Deloitte & Touche that recognizes the fastest growing technology companies in the state.

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 improve sales, manage information exchange, automatically acquire customer intelligence, and fully personalize customer communications and marketing materials.

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For further information on BrightDoor's capabilities, please visit www.brightdoor.com.