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**FOR IMMEDIATE RELEASE**

**BrightDoor Announces Major Software Release**  
*Bright\*Base to Build on Industry-Acclaimed Integrated Real Estate Solution*

CARY, NC – JANUARY 22, 2008 – BrightDoor Systems, creator of the real estate industry's only integrated customer experience management and presentation solution, announces a major release of their lead and content management tool, Bright\*Base (formerly BrightDoor On\*Demand).

With features that won accolades from BrightDoor's current clients and the industry at large, Bright\*Base advances these capabilities while addressing the most often heard desires and feature requests. The result is a platform designed for ease of use and scalability.

"The name change to Bright\*Base is designed to clarify the focus of the tool as the centerpiece of the entire BrightDoor platform", states Michael Worthington, CMO of BrightDoor. "Bright\*Base is even more sales agent friendly. It's a direct response to the needs of sales agents and managers."

"The market expressed an enormous need for these tools, and Bright\*Base in particular. They've been so receptive to the original On\*Demand that we made expanding that portion of our offering the priority for 2008" said Deven Spear, CEO. "BrightDoor changed the game for real estate presentation, now we're reinventing the management and administrative process."

New features include "widgets" that summarize key information, a reporting engine with multiple export options, a dedicated Activities tab that provides a quick way to organize and complete tasks, and synchronization with Microsoft Exchange/Outlook.

BrightDoor will release Bright\*Base to new customers this spring while existing customers are scheduled for migration during the calendar year.

Experience these revolutionary real estate sales tools as BrightDoor exhibits at a range of events throughout the U.S. in 2008 including *Amenity Communities Excellence in Selling* (ACES) in Jacksonville FL, the *Craig Lawn Resort & Golf Communities* conference in Laguna Beach CA, the ULI (Urban Land Institute) *Second Home and Golf Course Communities* conference in Phoenix AZ, and the *International Builder's Show* in Orlando FL.

**About BrightDoor Systems**

Founded in 2005, in Cary, North Carolina, BrightDoor has created the first integrated customer experience management software 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. For more information, please visit [www.brightdoor.com](http://www.brightdoor.com).

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