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**FOR IMMEDIATE RELEASE**

**BrightDoor Announces Product Name Changes**  
*Revised Product Names Clarify Functionality & Provide Future Growth*

CARY, NC – FEBRUARY 01, 2008 – BrightDoor Systems, creator of the real estate industry's only integrated customer experience management and presentation solution, announced a name change for all presentation software products, effective immediately.

The following applications have been affected by this naming update – BrightDoor Presenter has been renamed "BrightShow", BrightDoor Marquee will be "BrightView", BrightDoor Interview will be "BrightMatch", BrightDoor Concierge will be "BrightGuide" and BrightDoor Affinity will be "BrightSite". In addition, all applications formerly categorized as either "On\*Site" and "On\*Line" applications will now reside under the "Bright\*Apps" banner.

With features that won accolades from BrightDoor's current clients and the industry at large, these Bright\*Apps will see feature updates in 2008 to stay on the cutting edge of innovation.

"Although there will be a transition phase from the old names to the new among our customers and ourselves, we really feel the new names clarify each product's role in the sales and marketing process", states Michael Worthington, CMO of BrightDoor. "The naming convention gives us a solid platform as we grow our product suite in 2008 and beyond."

"While clever, we felt the existing names of our presentation products didn't fully articulate the intent of the tools. There was a lack of harmony between product names," said Deven Spear, CEO. Spear added, "With the introduction of the Bright\*Apps category and the new names, we've resolved those concerns. Plus, since many of our applications are becoming available in both in web and stand-alone versions, it only makes sense that we retire the distinction between onsite and online."

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 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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