



Contact: David Johnston
919.678.9940 x232
marketing@brightdoor.com

FOR IMMEDIATE RELEASE

BrightDoor To Exhibit at 2008 International Builders' Show
BrightDoor To Bring Best-of-Class Offering to Largest Industry Trade Show

CARY, NC – FEBRUARY 11, 2008 – BrightDoor Systems, the leader in customer presentation and relationship management software for real estate builders and developers is proud to announce the display and demonstration of their full range of offerings at the pre-eminent event for the industry - the International Builders' Show & NEXTBUILD in Orlando, Florida starting Wednesday, February 13th through Saturday, February 16th.

IBS represents a major step in BrightDoor's national customer reach. Having already exhibited this year at such diverse events as the Craig Lawn Sales & Marketing Conference in Laguna Beach, CA and the Amenity Community Excellence in Selling (ACES) Conference in Jacksonville, FL, IBS provides the perfect venue for a large, international audience to get "hands-on" experience with BrightDoor's innovative software solution.

In an industry yearning for new solutions to address both heightened customer expectations and the economic climate, BrightDoor is the only solution that provides online and onsite lead generation, combines that with a memorable, interactive customer experience, and then gives you the power to manage and report on it all through an intuitive, web-based management system.

While online materials or a web demonstration provides a solid overview, a personalized one-on-one tour is a must for attendees to understand the true potential of leveraging BrightDoor for their community sales and marketing.

New products being showcased at IBS include Bright*Base 3.0, a revolutionary step forward in real estate lead and content management systems. In addition, attendees will be able to demo Bright*Apps sales agent tools such as the novel BrightShow presentation solution.

Experience the complete BrightDoor solution during the show at booth W4752 in the West Hall of the Orange County Convention Center.

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.

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