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FOR IMMEDIATE RELEASE

BrightDoor To Exhibit at Urban Land Institute Conference
BrightDoor To Display Offerings at February ULI Show in Phoenix, AZ

CARY, NC – FEBRUARY 21, 2008 – BrightDoor Systems, the leader in presentation and relationship management software for real estate builders and developers is proud to announce the display and demonstration of their full range of products at the ULI “Developing Resort, Second Home and Golf Course Communities” Conference, February 25th and 26th at the Arizona Grand Resort in Phoenix.

BrightDoor concludes a busy month of events with the ULI show in Phoenix. Having canvassed the country from California to Florida, Maine to Chicago, and New Jersey to Arizona, BrightDoor has demonstrated the innovative products the industry is asking for. Positive interest and feedback continues to come in from the International Builders’ Show where the tools were seen by builders and developers from as far away as New Zealand.

BrightDoor has established itself as the software solution of choice for Master Planned Community Developers, making this ULI event a key opportunity to showcase the company’s powerful approach to managing the buyer experience. Michael Worthington, BrightDoor’s CMO stated, “I’ve recently had show attendees describe BrightDoor as the new standard for delivering a premium buyer experience to real estate prospects.”

Differentiation from the competition, bringing disparate tools together in one seamless package, and delivering consistent, on-demand customer communications are all key factors that clients cite as examples of how BrightDoor adds value to both their internal teams and their customers.

With a web-centric, digital approach, BrightDoor is allowing clients to further their efforts to “go green”! Old stacks of outdated collateral no longer pile up unused. On-demand printing of a single, “customerized” brochure takes their place.

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

Experience the complete BrightDoor solution during the show at Booth 21 in the Pavilion Ballroom of the Arizona Grand Resort.

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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