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FOR IMMEDIATE RELEASE

BrightDoor Announces the Release of BrightShow 2.7

Latest version of innovative sales presentation software now web-enabled

CARY, NC – APRIL 1, 2008 – BrightDoor Systems, the leader in presentation and relationship management software for real estate builders and developers is proud to announce the production release of BrightShow 2.7 (formerly *BrightDoor Presenter*). BrightShow, a core component of the BrightApps suite of presentation tools, allows sales agents and prospects to explore communities in a rich, interactive way.

Responding to the market need for lead generation, BrightShow 2.7 can be deployed in both the sales center for agent presentation and online as a way to build interest and convince potential customers to register for more information. Now, BrightDoor users can leverage the lead generation potential of BrightShow as an interactive sales tool in concert with their public web site or BrightSite customer portal.

A key new feature of BrightShow 2.7 is the capability of double-click map zooming and click-and-drag map panning; a more natural and intuitive way for agents and prospects to navigate community site plans. For touch screen displays, this feature offers a dramatic improvement in precision. Additionally, BrightShow offers full support for multiple site maps, critical for communities with large or geographically dispersed plans.

Use of digital video gets a boost with support for both standard definition and high definition video using the industry standard H.264 video codec (the same used for Blu-Ray DVD). The BrightShow user interface has been updated as well, allowing for color-theme control of all windows and palettes. This gives BrightShow a greater degree of customization to match the client brand.

Michael Worthington, BrightDoor's CMO, commented, "As the primary tool for agents to deliver persuasive sales presentations, it's critical that BrightShow be innovative and deliver the best experience possible. The updates in 2.7 advance our commitment to maintaining BrightShow's position as the digital application of choice for real estate sales presentation."

"Innovation is the cornerstone at BrightDoor," said CEO Deven Spear. "Our customers are always looking for an edge in turning prospects into owners. BrightShow 2.7 has the features that sales agents are not only going to love, but get immediate value from."

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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.