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FOR IMMEDIATE RELEASE

BrightDoor to Present at Capital Connection 2008
Company competitively selected for prestigious venture conference

CARY, NC – May 14, 2008 – BrightDoor Systems Inc. of Cary, NC, has been competitively selected to be a presenter at the Mid-Atlantic Venture Association's Capital ConnectionSM 2008 venture fair May 27-28 at Baltimore's Marriott Waterfront Hotel. Capital Connection is one of the nation's most influential venture events, and BrightDoor is among 33 early and expansion stage companies chosen nationwide from a broad range of industries including software, wireless, media, Internet, e-commerce and security.

Developed expressly for builders and developers, BrightDoor is the first on demand sales platform to generate leads, organize and deliver metrics, and reinvent customer relationship management as "Dynamic CRM". The company, founded three years ago, received \$2.1 million in early venture funding led by WWC Capital Group and IDEA Fund Partners.

"The BrightDoor story is about thriving and prevailing in a market that is the toughest play in the U.S. — the real estate arena," said Deven Spear, chief executive officer. "Two major elements behind our success have been that BrightDoor is Software as a Service and that it's on demand. These are key. We now have a client list of master planned communities, resort developers, and regional builders for which BrightDoor provides a unique, highly strategic solution."

Sean Harrison, BrightDoor's chief operating officer, added, "To continue to excel in a market enduring an economic storm is a true test of capability. We've been able to show strength and growth, and we're building momentum. That may seem surprising, but real estate sales and marketing has entered a brand-new world."

"We're on the leading edge of the change, well-positioned to dominate a new space," Spear said. "We're pleased to share our evolution and lessons learned with such a prestigious audience."

North Carolina's Research Triangle will be well represented at the two-day event. Red Hat's Jim Whitehurst, president and CEO, and Alex Pinchev, executive vice president, also are scheduled to speak.

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About BrightDoor Systems

Developed expressly for builders and developers, BrightDoor is the first software platform capable of generating leads, maximizing customer relationship management data, organizing and analyzing metrics in real time, profiling homebuyers, and providing onsite/online digital presentations that capture buyers' preferences. Because BrightDoor is delivered as Software as a Service (SaaS) rather than as a boxed product, it affords clients the advantage of streamlined usability, lower-cost maintenance, instant updates, 360-degree service and faster ROI. BrightDoor's unique real estate applications are deployed throughout the Americas by master-planned communities, resort developments and regional builders. For information and a demonstration, visit www.brightdoor.com.

About MAVA's Capital Connection 2008

Produced by the Mid-Atlantic Venture Association (MAVA), Capital Connection is one of the nation's most successful venture events. MAVA venture fairs have helped to shape the region's entrepreneurial economy, generating more than \$2.6 billion of venture investments in the presenting companies. MAVA represents private equity and venture capitalists with investment interests in the mid-Atlantic. Membership includes more than 500 venture capital professionals representing nearly 125 firms with collectively more than \$90 billion in capital under management. For more information, please visit www.mava.org.