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FOR IMMEDIATE RELEASE

BrightDoor Adds Queens Gap to Growing BrightBase Portfolio

Western North Carolina community now leveraging the entire BrightDoor sales engine

CARY, NC – AUGUST 28, 2008 – Queens Gap, a 4,000-acre mountain resort development located in Rutherfordton, North Carolina, has selected BrightBase as its customer relationship management (CRM) system. BrightBase, developed by BrightDoor Systems Inc., is a dynamic CRM system that manages the entire sales experience. BrightDoor is the creator of the first comprehensive real estate sales engine developed expressly for builders and developers.

Queens Gap, developed by Devin McCarthy of Devinshire Land Development, LLC, added BrightBase to full integrate with their BrightShow presentation technology. BrightShow, which provides agents with the ability to create personalized sales presentations based on customer desires, is used in tandem with BrightBase, which automatically captures tracking data for real-time analysis and reporting.

“The decision to choose BrightBase was crucial for our business,” stated Ryan McCarthy, Queens Gap sales manager. “We had used another CRM tool, but the features of that product didn’t translate well for our purposes. Combining the strengths of BrightDoor’s sales applications, which were designed for developers like us, creates greater sales efficiencies. Real-time turnaround of sales data means additional revenue opportunity for Queens Gap, and in this market, that’s what it’s all about. We look forward to utilizing BrightBase all aspects of contact, inventory and content management.”

Deven Spear, co-founder and chief executive officer of BrightDoor said, “We are committed to providing the industry’s best sales and marketing technology to innovative developers, such as Devin McCarthy and Devinshire Land Development.”

About Queens Gap

Queens Gap, located on 4,000 acres in the Appalachian Mountains, offers the ultimate Western North Carolina mountain private club lifestyle. Panoramic vistas of unspoiled forests, world-class golfing on a Jack Nicklaus Signature Course, and endless other recreational activities including wellness activities, fishing, hiking, boating, tennis and equestrian and more are all a part of this new private club offered by Devinshire Land Development.

About BrightDoor

BrightDoor Systems created, expressly for builders and developers, the first software sales and marketing engine capable of generating leads, streaming customer relationship management data, analyzing metrics, profiling homebuyers, and providing onsite/online digital presentations that capture buyer behavior. The company was founded in 2005 in Cary, NC. BrightDoor’s unique real estate applications are deployed throughout the Americas. For more information, visit www.brightdoor.com.

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