



Contact: Michael Worthington
919.678.9940 x223
michael@brightdoor.com

FOR IMMEDIATE RELEASE

BrightDoor Secures A1 Round of Investment Funding

Company to utilize additional funding to expand sales and marketing functions

CARY, NC – SEPTEMBER 2, 2008 – BrightDoor Systems, Inc., announced today that it has received \$2 million in an A1 round of investment funding led by Comprehensive Financial Management. CFM made the investment on behalf of one of its large California based family office clients. BrightDoor's Series A investors, Reston, Virginia's WWC Capital, and Durham, North Carolina's IDEA Fund Partners, contributed to the funding to complete the \$2 million round. BrightDoor is the creator of the first comprehensive real estate sales engine developed expressly for builders and developers.

BrightDoor will use the additional capital to grow the sales team, expand marketing reach through additional industry shows and online events, and invest in the development of innovative lead generation products.

Deven Spear, co-founder and chief executive officer of BrightDoor Systems, Inc., said, "We are very pleased that CFM, WWC Capital and IDEA Fund Partners have been so instrumental in our growth and that they appreciate the new frontier of real estate sales and marketing technology that BrightDoor provides."

Sean Harrison, BrightDoor's chief operating officer, adds, "Progressive investors like CFM, WWC and IDEA Fund will help BrightDoor increase its market reach and penetration. This expansion of market presence will, in turn, assist even more real estate developers generate revenue in this highly competitive and mercurial market."

About Comprehensive Financial Management

CFM is a full-service multi-client family office based in Los Gatos, California. The firm manages fully diversified investment portfolios on behalf of their clients and has made several direct venture and private equity investments in operating businesses. CFM seeks to partner with strong management teams that have developed a differentiated solution or product to serve fragmented marketplaces.

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.

###