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### **BrightDoor to exhibit at RealTech Middle East 2008**

*Company a sponsor at International Real Estate Technology Summit*

CARY, NC – OCTOBER 30, 2008 – BrightDoor Systems today announced plans to exhibit at the RealTech Middle East 2008 event on November 3-4 at the Jumeirah Emirates Tower in Dubai, UAE. This event will bring together global leaders in real estate technology and the Middle Eastern business community to discuss best practices for technology, automation, and innovation in real estate.

In addition to demonstrating the industry's only Interactive CRM (iCRM) solution for real estate, BrightDoor CEO Deven Spear has been invited to speak on a panel discussion entitled "CRM and Its Role in the Real Estate Supply Chain."

"As Dubai and the entire UAE transition from a speculative, order-taking model to a more traditional end-user sales methodology, BrightDoor applications give developers an advantage in sales efficiency and competitive differentiation," said Deven Spear. "At RealTech, leading CIOs will witness firsthand how our software platform and real estate sales processes enables two-way sales interaction, provides advanced tools to move buyers through the sales pipeline, and delivers automated business intelligence."

BrightDoor's iCRM combines contact, inventory and presentation management with dynamic, personalized online/onsite sales applications, creating an integrated software platform specifically for real estate developers.

"BrightDoor has created a new paradigm in real estate sales and marketing in North America," added Michael Worthington, BrightDoor's CMO. "I believe leading UAE developers will embrace our innovation and commitment to enabling outstanding customer experiences." Deven Spear added, "I'm confident in our ability to impact their sales and marketing efforts in a positive way. As our clients can vouch, with BrightDoor, seeing is believing. We look forward to growing awareness for our company at RealTech."

#### **About BrightDoor**

BrightDoor speeds the sales cycle with the world's first Interactive Customer Relationship Management (iCRM) software platform. Built exclusively for real estate developers, BrightDoor is an intelligent digital sales assistant, channeling disorganized buyer information into a single, unified sales and marketing system. BrightDoor's integrated software applications generate qualified leads, manage sales team effectiveness, analyze business intelligence, and enable sales interactions that capture buyer interest and personalize the online/onsite sales experience.

The company is based in Research Triangle Park, North Carolina, with branch offices in Los Angeles, California and the Dubai office opening in January 2009. For more information, visit [www.brightdoor.com](http://www.brightdoor.com).

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