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**FOR IMMEDIATE RELEASE**

### **BrightDoor releases BrightBase 3.2.2**

*Innovative CRM/CMS system for real estate gains new features*

CARY, NC – FEBRUARY 24, 2009 – BrightDoor Systems is pleased to announce the release of version 3.2.2 of its innovative BrightBase CRM application. Designed expressly for real estate professionals, BrightBase provides sales and marketing capabilities shaped around industry best practices. It is the centerpiece of BrightDoor's Interactive CRM (iCRM) platform, which provides a full complement of sales force applications and management tools for all aspects of real estate sales and marketing.

New features of BrightBase 3.2.2 include expanded capability to synchronize data with Microsoft Exchange 2003/2007 servers, an enhanced systems notifications area to provide administrators with additional service level details, and improved usability through layout and graphical enhancements to the user interface.

Regarding the new release, BrightDoor CMO Michael Worthington commented, "As our flagship product, we're proud to continue to improve the BrightBase user experience. Many of the updates are the result of productive feedback from our constantly growing user base. Beyond the new features users will see today, some of the behind-the-scenes updates will enable us to deliver even more exciting capabilities in the near future."

Deven Spear, BrightDoor's CEO, added, "Since founding the company in 2005, we've strived to deliver a quality product built around the unique needs and processes of real estate professionals. The word I constantly hear from the field is that BrightBase allows them to get their work done faster and makes them more productive. We think this release of BrightBase delivers on our company mission to innovate and lead."

#### **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 a branch office in Los Angeles, California and a Dubai office scheduled to open in 2009. For more information, visit [www.brightdoor.com](http://www.brightdoor.com).

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