



Contact: Michael Worthington
919.678.9940 x223
michael@brightdoor.com

FOR IMMEDIATE RELEASE

BrightBase Offers New Email Marketing Capability

BrightDoor's industry leading CRM software adds integrated email marketing

CARY, NC – JULY 8, 2009 – BrightDoor Systems is proud to announce the release of BrightBase 3.3, now offering integrated email marketing. BrightBase is the real estate industry's leading solution for Interactive Customer Relationship Management (iCRM), a fresh approach to unified sales and marketing for builders and developers. BrightBase users can now take advantage of the benefits of email marketing for lead generation and sales communication without needing other software. To deliver this new capability, BrightDoor partnered with VerticalResponse, a leading provider of on-demand email marketing, online surveys and direct mail postcards.

On the importance of email marketing in real estate, Michael Worthington, BrightDoor CMO commented, "We understand the vital role that email marketing plays in lead acquisition. We've worked previously with VerticalResponse and appreciate both their partnership approach and the robust API support for extending their on-demand email marketing functionality. We couldn't be happier to offer this dynamic solution to our clients."

BrightBase users can now build targeted distribution lists, create new campaigns, upload creative (HTML), send tests and schedule launch dates. Once the launch is set, the VerticalResponse email marketing system is responsible for validating the campaign, delivering the email message and providing tracking statistics for BrightBase. Users can monitor and analyze campaign results in BrightBase.

"At VerticalResponse, we support our partners and appreciate how they leverage our email marketing functionality in their unique applications and market niches, said Alan Keller, Vice President, Business Development at VerticalResponse. For innovative companies like BrightDoor, they can keep their development focus on meeting the needs of their end users without having to reinvent the wheel."

Deven Spear, BrightDoor CEO added, "While this release of our email marketing module is targeted at marketers and ad agencies, we will continue to work with VerticalResponse to expand it for daily use by sales agents and managers."

About VerticalResponse

VerticalResponse, Inc. is a leading provider of self-service email marketing, online surveys and direct mail services empowering businesses of all sizes to create, manage and analyze their own direct marketing campaigns. VerticalResponse's flagship product, which allows customers to deliver sophisticated yet easily deployed email campaigns, is the most intuitive and affordable Web-based direct marketing solution available. VerticalResponse is headquartered in San Francisco, California. For additional information, please visit www.verticalresponse.com

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 near Research Triangle Park in Cary, North Carolina, with a branch office in Los Angeles, California. For more information, visit www.brightdoor.com.

#