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FOR IMMEDIATE RELEASE

The Greenbrier Sporting Club Selects BrightDoor Systems

Company to leverage the full suite of BrightDoor software applications

CARY, NC – OCTOBER 28, 2009 – BrightDoor Systems is pleased to announce that The Greenbrier Sporting Club will deploy BrightDoor's sales applications for their real estate interests. The initial release plan includes BrightBase CRM in the fall of 2009 with BrightApp sales applications such as the BrightGuide lead generation kiosk in early 2010. The Greenbrier is a historic, world-famous resort destination located in White Sulphur Springs, West Virginia. With the recent ground breaking of the property's new casino project as well as the upcoming new professional golf tournament event slated for July 26-August 1, 2010, The Greenbrier Sporting Club is poised to capitalize on the enormous exposure generated.

Regarding the new agreement, BrightDoor CEO Deven Spear commented, "The Greenbrier is an exceptional resort with a rich history. We are pleased to have the opportunity to deploy our innovative software for The Greenbrier Sporting Club. I'm confident they will find it is in step with the high-touch personalization and customer care that they expect to deliver to every real estate buyer."

Michael Worthington, BrightDoor's CMO added, "As The Greenbrier Sporting Club deploys BrightBase CRM and adds BrightApps such as BrightGuide to their lead generation strategy, they will have complete control over their onsite and online sales communications. The resort gives them unprecedented access to their target buyer – our software will allow them to connect and take action immediately. We look forward to a long, productive relationship with such an outstanding organization."

About The Greenbrier Sporting Club

The Greenbrier Sporting Club, nestled amid the Allegheny Mountains in White Sulphur Springs, West Virginia, is an outdoor enthusiast's paradise. The private, residential equity sporting club, located on the grounds of The Greenbrier, entitles members to unbridled access to 6,500 acres of woodlands, rolling hills, streams and valleys. Nearly 2,000 acres of open space are available to engage in some of the world's most revered sporting traditions with top-notch service through private home ownership. For more information on real estate opportunities at The Greenbrier Sporting Club, visit www.thegreenbriersportingclub.com or call 888-741-8989.

About The Greenbrier

The Greenbrier, residing on 6,500-acres of lush landscape in West Virginia's Allegheny Mountains, is an award-winning resort, which has been offering a welcoming home to its guests since 1778. For more information on the casino, the new official PGA TOUR® event or other recent changes at The Greenbrier resort, visit www.greenbrier.com or call 800-624-6070.

About BrightDoor

BrightDoor offers the only web-based Interactive CRM (iCRM) platform designed exclusively for the real estate industry. Serving as a digital “sales assistant”, BrightDoor’s software applications consolidate fragmented (and often analog) sales communications into a single, easy-to-manage system. Since 2005, leading developers throughout North America have deployed BrightDoor’s online and onsite solutions to generate qualified leads, manage sales team effectiveness, analyze business intelligence, and fuel sales interactions that capture buyer interest and personalize the sales experience.

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

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