



## Independent K-12 Schools are Taking Their Communities Online with Blackbaud's Total School Solution; Enhanced Education Offering Provides an Integrated and Interactive Student Information Source

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CHARLESTON, S.C.--(BUSINESS WIRE)--Aug. 21, 2006--Blackbaud, Inc. (Nasdaq: BLKB), announced today that dozens of leading independent (K-12) schools nationwide have selected the company's education solution including its latest offering, Online Campus Community(TM).

Schools such as St. Agnes Academy, Charleston Day School, Sacred Heart Schools, Baylor School, and Phoenix Country Day School will each rely on Blackbaud's total school solution to manage student information, communicate with students, parents, and alumni, and optimize a variety of operational activities.

"From the start, Blackbaud has been extremely responsive and continues to develop their products to meet our needs--with the recent release of Online Campus Community being a prime example," said Elaine Mouton, registrar of St. Agnes Academy, which has 840 students and nearly 9,000 alumni. "We look forward to using the solution to automate information updates, and better utilize our Web site to communicate and capture more accurate, up-to-date information."

Keeping a school community connected

More than 2,200 independent (K-12) schools rely on Blackbaud's integrated solutions including The Education Edge(TM) (for school administration), The Financial Edge(TM) (for financial management), and The Raiser's Edge(R) (for fundraising) to increase efficiency and communications across all offices. The recent addition of Online Campus Community will enable all members of a school community to stay informed, engaged, and involved in each student's and the school's success.

Online Campus Community enables schools to build stronger relationships with alumni, parents, students, teachers, and other supporters through an interactive network. Blackbaud's flexible Web site management solution helps schools:

- Enhance communication--and give students and parents direct access to the information they need
- Take advantage of interactive Web site management--through an easy-to-use content management system that will allow supporters to stay connected
- Get a complete view of constituents--to better target their direct marketing and solicitation strategies
- Create personalized Web content and electronic marketing--based on an individual's unique interests
- Achieve optimized Web sites--through consulting, design, and hosting services

"Blackbaud's design team helped us perform a complete overhaul of our Web site and we have really enjoyed working with them throughout the process," said Shana Stockton, director of external affairs for Charleston Day School. "We are now able to do so much more--fully integrate our database, accept online donations, provide visitor, parent, student, and alumni logins, and truly enhance our marketing and communication efforts."

In addition, new online tools and enhancements are available for the latest version of The Education Edge giving students, parents, and teachers the ability to communicate more effectively by:

- Letting students and parents enter course requests online
- Allowing teachers and administrators to send global emails and create global class notes for students and/or parents
- Enabling teachers to export their grade book contents to an Excel(R) file for each grading period and to see student photos as part of their records

"We are pleased to provide the solution that will help schools stay connected with their communities," said Marc Chardon, Blackbaud's chief executive officer. "By proactively building stronger relationships with their students and supporters, these institutions are creating a path for their continued growth and success."

For more information on Blackbaud's total school solution and Online Campus Community, please visit [www.blackbaud.com/onlinecampuscommunity](http://www.blackbaud.com/onlinecampuscommunity).

About Blackbaud, Inc.

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 15,000 organizations -- including the American Red Cross, Bowdoin College, the Chesapeake Bay Foundation, the Crohn's & Colitis Foundation of America, the Detroit Zoological Society, Episcopal High School, Help the Aged, the Lincoln Center, and United Way of America -- use Blackbaud products and consulting services for fundraising, financial management, business intelligence, Web site management, school administration, and ticketing. Blackbaud's solutions include The Raiser's Edge(R), The Financial Edge(TM), The Education Edge(TM), The Patron Edge(R), Blackbaud(R) NetCommunity(TM), The Information Edge(TM), The Researcher's Edge(TM), WealthPoint(TM), and ProspectPoint(TM), as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario; Glasgow, Scotland; London, England and Sydney, Australia. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

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#### Forward-looking statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: risk associated with successful implementation of multiple integrated software products; lengthy sales and implementation cycles, particularly in larger organizations; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; adoption of our products and services by nonprofits; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risk associated with product concentration; economic conditions and seasonality; competition; risks associated with management of growth; risks associated with acquisitions; technological changes that make our products and services less competitive; the ability to attract and retain key personnel; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge upon request from Blackbaud's investor relations department.

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