Release of Blackbaud Enterprise CRM and Direct Marketing Solutions to Redefine Nonprofit Information Technology

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Built on Blackbaud's New Technology Platform, These Flexible

Solutions Offer Unparalleled Levels of Scalability

CHARLESTON, S.C.--(BUSINESS WIRE)--May 3, 2007--Blackbaud, Inc.'s (NASDAQ: BLKB) Chief Executive Officer Marc Chardon announced today that the company has released its eagerly awaited technology platform, code-named Infinity, along with two new solutions that will enable the world's largest nonprofits to optimize their information management. Released to selected customers in March, Blackbaud Direct Marketing(TM) (formerly code-named "Bullseye") and Blackbaud Enterprise CRM(TM) (formerly code-named "Galileo") combine the strength of the company's extensive knowledge of the nonprofit sector with its new next-generation technology platform.

"For more than a quarter century, Blackbaud's sole focus has been on developing the best in nonprofit IT solutions--enabling organizations to improve their efficiency, their relationships with their constituents, and their ability to raise mission-critical funds," said Chardon. "For the past two years, Blackbaud's development team has been designing and building a technology platform that will not only support this new breed of enterprise-level solutions but that will also enhance the performance of existing products. Hallmarks of the new platform include scalability, standards-based technology and new levels in IT security.

"The unveiling of Blackbaud Enterprise CRM and Blackbaud Direct Marketing marks a milestone in our ability to provide flexible, extensible solutions that bring large-scale and distributed nonprofit organizations closer to their constituents, enabling them to better fulfill their missions. Moreover, it extends our capability to support the current needs and future growth of the largest nonprofit organizations throughout the world."

Blackbaud Enterprise CRM is a suite of solutions that makes up a centralized system of record for all interactions and that provides a 360 degree view of the constituent, which can be seen by all of a nonprofit's organizational elements. Blackbaud Direct Marketing, which ties in to the company's well-established Raiser's Edge product, and which can be utilized as a part of Blackbaud Enterprise CRM, helps nonprofits manage complex, multi-channel direct marketing campaigns, from list segmentations to reporting, enabling them to save time and money and achieve more control over their total constituent experience.

Among early adopters of the new offerings include the Chesapeake Bay Foundation (CBF), two large state university organizations, and a major healthcare system. Celebrating its 40th anniversary of working to save a national treasure, CBF has 190,000 members and relies on its large direct marketing program to maintain support, to encourage advocacy, to establish volunteer restoration programs, and to educate students, teachers and its constituency about events and issues affecting the Chesapeake Bay. The Foundation will use Blackbaud Direct Marketing to manage numerous concurrent projects and position itself for future growth.

"We needed a solution that would give us greater control of our direct marketing and fundraising by bringing the different pieces of our programs together, while providing staff access to the information they need to make strategic decisions," said Michael Sola, CBF's Director of Information Technology Services. "Expanding our partnership with Blackbaud in using this exciting Blackbaud Direct Marketing solution will take our program to the next level -- having all our marketing functions in the same place will greatly enhance our ability to plan, and then evaluate success."

To learn more about Blackbaud Enterprise CRM, Blackbaud Direct Marketing and the new technology platform, please visit www.blackbaud.com.

About Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. Approximately 16,000 organizations -- including the American Red Cross, Dartmouth College, the WGBH Educational Foundation, Episcopal High School, Lincoln Center, Cancer Research UK, Special Olympics, and Arthritis Foundation -- use one or more of Blackbaud products and services for fundraising, financial management, direct marketing, Web site management, school administration, and ticketing. Blackbaud's solutions include The Raiser's Edge(R), Blackbaud Enterprise CRM(TM), Blackbaud Direct Marketing(TM), Team Approach(R), The Financial Edge(TM), The Education Edge(TM), The Patron Edge(R), Blackbaud(R) NetCommunity(TM), The Information Edge(TM), WealthPoint(TM), ProspectPoint(TM), and donorCentrics(TM), as well as a wide range of consulting, analytical, and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina and has operations in Cambridge, Massachusetts; Toronto, Ontario; London, England; Glasgow, Scotland; and Sydney, Australia. For more information, visit www.blackbaud.com.

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: management of integration of Target Software and Target Analysis and other risks associated with acquisitions; 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; the ability to attract and retain key personnel; 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; economic conditions and seasonality; risks associated with management of growth; technological changes that make our products and services less competitive; 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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