



Blackbaud Announces The Ohio State University Will Use its CRM Solution to Unite Development, Outreach, and Engagement Efforts

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Blackbaud Enterprise CRM will empower 500 campus users with a holistic view of 440,000 living alumni

CHARLESTON, S.C.--(BUSINESS WIRE)--Oct. 28, 2009-- Blackbaud, Inc. (Nasdaq: [BLKB](#)), the leading global provider of software and related services designed specifically for nonprofit organizations, today announced that The Ohio State University has selected [Blackbaud Enterprise CRM](#)™ as its new fundraising system.

"We are pleased The Ohio State University has selected Blackbaud Enterprise CRM as its fundraising technology platform for development and constituent engagement," said Marc Chardon, Blackbaud's chief executive officer. "By selecting Blackbaud Enterprise CRM, the University is investing in a future-proof platform that will bring unparalleled innovation to the higher education sector at a time when development, constituent engagement, and organization-wide visibility are critical."

Ohio State University has over 440,000 living alumni and enrollment of over 63,000 students on all campuses. The University selected Blackbaud Enterprise CRM to bring best technology and business practices to its major and planned giving, marketing and communications, Internet marketing, prospect research and management, and business intelligence across the University.

With Blackbaud Enterprise CRM, organizations can break down silos by providing visibility into all development, outreach, and engagement activities through organization-wide reporting and data analysis with the ability to monitor key metrics.

Built on a .NET technology platform with standards-based technology, Blackbaud Enterprise CRM is easily customizable, so users can continue to build out additional functionality to serve their specific needs. It will also scale to serve an organization's long-term technology objectives to consolidate information and extend reach to end-users.

With more than 25 years of experience serving higher education institutions, Blackbaud has partnered with over 1,900 universities, colleges, and foundations worldwide by providing solutions that help secure funding, demonstrate accountability, and build strong relationships with alumnae/alumni, students, parents, and supporters. For more information about Blackbaud's solutions for higher education organizations, visit www.blackbaud.com/highered.

About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 22,000 organizations — including University of Arizona Foundation, American Red Cross, Cancer Research UK, The Taft School, Lincoln Center, In Touch Ministries, Tulsa Community Foundation, Ursinus College, Earthjustice, International Fund for Animal Welfare, and the WGBH Educational Foundation — use one or more Blackbaud products and services for [fundraising](#), [constituent relationship management](#), [financial management](#), [website management](#), [direct marketing](#), [education administration](#), [ticketing](#), [business intelligence](#), [prospect research](#), [consulting](#), and [analytics](#). Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, the Netherlands, and the United Kingdom. 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: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; 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; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; 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 at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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Melanie Mathos, 843-216-6200 x3307

melanie.mathos@blackbaud.com