



Los Angeles County Museum of Art Selects Blackbaud for a Technology Transformation

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Will partner to help staff engage 3.5 million website visitors and enhance relationships with 100,000 members and donors
CHARLESTON, S.C., Feb 16, 2010 (BUSINESS WIRE) -- Blackbaud, Inc., (Nasdaq: BLKB) the leading provider of software and services for nonprofit organizations, today announced that Los Angeles County Museum of Art (LACMA), the largest art museum in the western United States, has selected and will implement its integrated solution for arts and cultural organizations.

"Blackbaud will not only be our keystone business systems provider, they will also be an important strategic partner, helping us to re-engineer our business processes for resource efficiency and improved audience services," said Peter Bodell, LACMA's Chief Information Officer. "LACMA is in the midst of several multi-year transformation initiatives that include a phased Information Technology refresh that has been conceived and designed to position the Museum to more efficiently serve its visitors and staff."

LACMA has contracted with Blackbaud to implement [The Raiser's Edge](#)^(R) for fundraising management, [The Financial Edge](#)^(TM) for financial management, [Blackbaud NetCommunity](#)^(TM) for website integration, [Blackbaud Direct Marketing](#)^(TM) for direct marketing management, and [Data Management Services](#)^(TM) for Blackbaud application management. The organization has used [The Patron Edge](#)^(R) since 2004.

"We are pleased to partner with Los Angeles County Museum of Art and to help this leading arts organization further enrich its member experience--both online and offline--while providing a comprehensive, integrated solution to streamline operations and improve efficiency," said Marc Chardon, Blackbaud's chief executive officer. "We look forward to working with LACMA and incorporating its staff's valuable feedback as we continue to invest and develop solutions that benefit the entire cultural community."

Blackbaud will partner with LACMA to help meet its organizational goals of:

- **Increasing Online Communication, Giving, and Membership Revenue** - by implementing an Internet strategy to engage, acquire, and inspire its 3.5 million annual website visitors, while simultaneously fostering meaningful relationships with a younger demographic.
- **Implementing an Integrated Solution** - to provide staff and volunteers with a single-point of data entry, increase data integrity, provide real-time data across all business units, and streamline reporting. Blackbaud's integrated solution will provide LACMA a holistic, organizational view of visitors, members, donors and prospects, providing both senior leadership and employees the information and key performance indicators (KPI) they need to make informed, proactive decisions.
- **Reduction of Recurring Information Technology (IT) Infrastructure Expenses** - to consolidate mission critical applications so they can be integrated without recurring expert, subject-matter intervention, complicated API's or multiple vendor consultations while simplifying reporting and streamlining database maintenance requirements.

Blackbaud has partnered with more than 1900 arts and cultural organizations worldwide by providing solutions that help them meet their unique institutional goals in development, marketing, finance, and retail departments; visitors' and admissions' offices; and box offices. Blackbaud's Solution for Arts and Cultural Organizations includes The Patron Edge, The Patron Edge Online, Blackbaud NetCommunity, The Raiser's Edge, and The Financial Edge.

For more information, visit www.blackbaud.com/artsandcultural.

About LACMA

Since its inception in 1965, LACMA has been devoted to collecting works of art that span both history and geography--and represent Los Angeles's uniquely diverse population. Today, the museum features particularly strong collections of Asian, Latin American, European, and American art, as well as a new contemporary museum on its campus, BCAM. With this expanded space for contemporary art, innovative collaborations with artists, and an ongoing transformation project, LACMA is creating a truly modern lens through which to view its rich encyclopedic collection. For more information, visit www.lacma.org.

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.



SOURCE: Blackbaud, Inc.

Blackbaud, Inc.

Melanie Mathos, 843-216-6200 x3307

melanie.mathos@blackbaud.com

or

LACMA Press Relations

LACMA, 323-857-6522

press@lacma.org