



## Blackbaud Opens Hong Kong Office to Better Serve Nonprofits in the Asia-Pacific Region

June 22, 2010

***Blackbaud Asia Ltd., a Hong Kong corporation, to expand Blackbaud's international focus on serving nonprofits***

CHARLESTON, S.C., Jun 22, 2010 (BUSINESS WIRE) --Blackbaud, Inc., (Nasdaq: BLKB), the leading global provider of nonprofit software and services, today announced it has opened an office in Hong Kong to better serve its international customers. The decision to open Blackbaud Asia Ltd., a Hong Kong corporation, was customer- and market-focused, as the company has seen an increased demand for services from nonprofit organizations in the Asia-Pacific region.

"We are very pleased to expand our Asia-Pacific operations and to better serve international nonprofits," said Marc Chardon, Blackbaud's president and chief executive officer. "The region is seeing an increase in philanthropic giving and exciting developments in fundraising practices. Blackbaud's new Hong Kong office will position us to make an impact in this emerging market and reinforce our commitment to being a leading partner in helping nonprofits grow and serve their missions worldwide."

The Hong Kong office will focus on providing software and services to help nonprofit organizations located in the Asia-Pacific region achieve their missions and make a difference in their local communities. The office, which will be located at 51/F, Hopewell Centre, 183 Queens Road East, Wan Chai, Hong Kong, will also enable Blackbaud to enhance its corporate initiative in serving international organizations and helping them grow their global brands.

"Blackbaud setting up a permanent office in the region is a clear sign of the growth our industry is experiencing, both in terms of revenue and expertise," said Vincent Law, CFRE, president of the Association of Fundraising Professionals (AFP), Hong Kong chapter. "AFP is pleased to partner with Blackbaud on developing continuous professional education and best-practice programs for the region."

Fei Fei Barnes, director of operations for WWF-Hong Kong, added, "WWF-Hong Kong has been a Blackbaud customer since 2006 and we are delighted to see their investment in our growing region."

Elizabeth Hubrich, Blackbaud's business manager - Asia, will manage operations of the new Hong Kong office in coordination with the company's Pacific operation based in Sydney, Australia. The Sydney office has been providing fundraising, constituent relationship management, financial management, website management, and education administration solutions for more than 10 years in the Asia-Pacific region. For more information, call +852 2824 8845.

### **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, International Fund for Animal Welfare, the WGBH Educational Foundation, and WWF-Hong Kong 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, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit [www.blackbaud.com.au](http://www.blackbaud.com.au).

### **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](http://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

Blackbaud, Inc.  
Melanie Mathos, 843-216-6200 x3307  
[melanie.mathos@blackbaud.com](mailto:melanie.mathos@blackbaud.com)