



Blackbaud Acquires NOZA, World's Largest Searchable Database of Charitable Donations

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Combined philanthropy database will now exceed 60 million records and will help nonprofits identify, cultivate, and solicit major gifts for their organizations

CHARLESTON, S.C., Oct 04, 2010 (BUSINESS WIRE) --

Blackbaud, Inc., (Nasdaq: [BLKB](#)), the leading global provider of software and related services designed specifically for nonprofit organizations, announced today that it has acquired California-based [NOZA, Inc.](#) (TM), an innovator in the emerging semantic search industry and creator of the world's largest searchable database of philanthropic data.

A long-time partner of Blackbaud's, NOZA provides philanthropy data that is used by nonprofits to identify prospects for charitable giving. NOZA's database is comprised of detailed charitable donation information that has been collected from publicly-available Internet locations. It contains nearly 50 million donation records to U.S. nonprofits as well as more than 2 million Canadian giving records. Products offered by NOZA include constituent screenings, high-dollar donor mailing lists, foundation990-PF searchable grants database, and [NOZAsearch.com](#), the award-winning annual subscription web service for nonprofits.

"Blackbaud's acquisition of NOZA will enable us to provide enhanced data to nonprofits through our existing best-of-breed prospect research solutions, helping them best target prospective donors while increasing fundraising efficiency," said Chris South, vice president of Blackbaud's Target Analytics. "We know that past giving is one of the most significant predictors of future giving, and NOZA provides the most comprehensive data available. The NOZA database and search technology will augment Target Analytics' ability to provide accurate and actionable data to nonprofits.

"We share similar goals with NOZA in regard to our core mission, fundraising research philosophy, customer dedication, and focus on continuous enhancement of our offerings. We look forward to providing NOZA's existing customers with access to an expanded portfolio of prospect research solutions and providing Blackbaud customers enhanced access to NOZA data services. We will continue production, research and development to expand the breadth of NOZA coverage of philanthropic activity, as well as explore synergies with the existing broad set of Target Analytics' offerings."

Target Analytics, a Blackbaud company, was the first to bring NOZA to the market following its launch in 2006 and has been making the NOZA database of nearly 50 million charitable donations available to its clients for almost five years. NOZA's data is used in Target Analytics' WealthPoint^(R) full database screenings as the premier collection of publicly-available donation information. The information helps fundraisers understand who major donors are giving to and how much they are investing. It also enables fundraisers to better understand donors' interests and ensure that they are asking for a targeted gift amount.

"NOZA has been proud to be an integral part of Blackbaud's data services since our founding in 2006," said Craig Harris, NOZA's founder and chief executive officer. "We are excited to combine with Blackbaud and to provide a complementary solution to Target Analytics outstanding data services. We are thrilled that NOZA's thousands of users will now have access to expanded prospect research and analytics tools as a result of the acquisition. NOZA's founding mission was to create world-class data products to help nonprofit organizations raise more money more efficiently, and this acquisition serves to amplify and scale the impact of our technology and data for the nonprofit fundraising community."

Target Analytics provides wealth screening and prospect research solutions to more than 6,000 nonprofits. It is the only comprehensive solution to help nonprofits replenish their donor pool, identify best prospects, assess donor performance, provide peer-to-peer comparisons, and ensure a nonprofit's information is as accurate as possible.

"We've been Target Analytics and NOZA customers for the past year and are excited about the opportunities that this combination provides," said Sonja Daniels, Feeding America's manager of prospect research. "By integrating NOZA's search capabilities with Blackbaud's existing prospect research and analytics resources for nonprofits, we will be able to leverage the latest technology and most comprehensive searchable philanthropic database source to raise funds and provide food to over 37 million Americans each year.

"Further, Blackbaud is demonstrating its commitment to the prospect research community by ensuring that nonprofits will retain the option to purchase Blackbaud, Target Analytics or NOZA products either independently or as an integrated solution."

The acquisition consideration included cash and the assumption of debt, but the amount and other terms were not disclosed. NOZA's business will be integrated into Blackbaud's existing operations, and it is not expected to have a material impact on Blackbaud's financial results. In 2009, the company generated just over \$1 million in revenue and was approximately breakeven. Craig Harris and the NOZA senior executive team will be pursuing other interests through the launch of their new company [HG Data](#), which will focus on developing products for the for-profit space.

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 24,000 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, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.

About NOZA

NOZA is the world's largest searchable database of charitable donations and the leading prospect research tool used by fundraising professionals to find the philanthropic history of individuals and corporations. Products offered by NOZA include constituent screenings, high-dollar donor mailing lists, and NOZA's award-winning annual subscription service. NOZA data is also used for regional giving reports, by political campaign and wealth management professionals, and has been cited as a data source for national and regional news media including the Wall Street Journal, Chicago Magazine and The Daily Beast. An annual subscription to NOZA allows prospect researchers unlimited online access to nearly 50 million donation records, with the flexibility to search by name for existing constituents and prospects, and the ability to search regionally and nationally by mission to create instantaneous lists of new major donor prospects using ten unique filters such as donation amount, cause, location, and donation type. Subscribers are able to save records within their account folders, or export instantly into a spreadsheet. Nonprofit organizations may request a free 24-hour trial at www.nozasearch.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 organizations; 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. All other trademarks are the property of their respective owners.

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