Blackbaud Acquires Attentive.ly

July 12, 2016

Plans to integrate social marketing capabilities into portfolio to increase value for customers and accelerate delivery of next generation cloud solutions

CHARLESTON, S.C., July 12, 2016 (GLOBE NEWSWIRE) -- Blackbaud, (NASDAQ:BLKB), the leading provider of software and services for the global philanthropic community, today announced it has acquired Attentive.ly, a company that allows organizations to conduct social listening, identify key influencers and drive engagement.

"The acquisition of Attentive.ly will dramatically accelerate Blackbaud's ability to integrate critical social media capabilities into our portfolio of solutions while putting new innovation in the hands of customers," said Blackbaud President and CEO Mike Gianoni. "This addition complements our vision to offer customers even more effective engagement pathways with their supporters through strategic social, mobile and other digital campaigns."

As a strategic partner within Blackbaud's partner network, Attentive.ly has been helping nonprofits turn supporters into vocal advocates for years. The social media engagement platform already integrates with Blackbaud's digital marketing solution, Luminate Online™, which has proven beneficial for the two companies' many shared customers. Blackbaud plans to more deeply integrate Attentive.ly's capabilities into the next generation version of Luminate Online and intends to pursue other opportunities to leverage functionality across its broader portfolio over time. Once deeply integrated, Attentive.ly will activate an advanced level of social listening for Blackbaud customers; helping them organically grow campaigns while providing a new level of service and community to supporters.

"Blackbaud has been on an exciting journey to bring customers rapid innovation in the cloud, as evidenced by the thousands of new capabilities we've introduced to the market this year alone," said Kevin McDearis, executive vice president of Research, Delivery and Operations at Blackbaud. "We're committed to exposing our customers to the best tools available in the market, and sometimes that means rather than inventing or partnering, we seek to more closely align ourselves with providers who have extensive expertise, proven products and deeply satisfied customers. Attentive.ly is one such example because an acquisition allows us to better integrate a market-leading leading platform for social listening and engagement into our portfolio now, while giving us a strong foundation to build on as we continue to push the envelope of innovation for the entire philanthropic community."

Attentive.ly, which was co-founded by CEO Rosalyn Lemieux and Cheryl Contee, has been operating in the nonprofit sector since 2012 and is one of two successful business ventures created and led by the two female executives. Lemieux, along with the company's 10 employees will join Blackbaud effective immediately, reporting up through McDearis' Research, Delivery and Operations Group. Contee will serve as strategic adviser to Blackbaud as she continues to lead consulting firm, Fission Strategy.

"We couldn't be more thrilled about the opportunity this acquisition creates for Attentive.ly to further fuel the rapid innovation already taking place within Blackbaud," said Lemieux. "We'll be able to put powerful social engagement and advocacy tools into the hands of more nonprofits—faster and with increased value—which will translate to bigger outcomes across the entire social good movement."

Contee added: "Today is a great day for Attentive.ly customers, for Luminate Online customers, and for the entire nonprofit community. I look forward to continued collaboration with Blackbaud as we join forces to help mission-driven organizations embrace digital marketing with excellence."

The acquisition of Attentive.ly allows Blackbaud to offer customers:

- Plug and play cloud tools to enable social listening by finding relevant conversations already happening on social channels
- Improved engagement and conversion with actionable social behavior data integrated into Luminate Online
- An enriched supporter experience with greater cross-channel engagement and connectivity
- Social influencer engagement to amplify their cause, including advocacy, fundraising and awareness-building campaigns

This acquisition also brings expanded advocacy capabilities to Blackbaud customers, specifically in the cause and cure space. Attentive.ly's capabilities will help nonprofits use grassroots social marketing to turn influencers into advocates, raise awareness, and shape broader conversations around issues, bringing about change in legislation at the local, state and federal levels of government.

Attentive.ly is headquartered in Bethesda, Maryland. Blackbaud is headquartered in Charleston, South Carolina, with operations around the globe. For more information, visit www.Blackbaud.com/Better-Together.

About Blackbaud

Serving the worldwide philanthropic community for 35 years, Blackbaud (NASDAQ:BLKB) combines innovative software, services, and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to power the passion of approximately 35,000 customers, including nonprofits, K-12 private and higher education institutions, healthcare organizations, corporations, foundations, and other charitable giving entities. The company offers a full spectrum of cloud and on-premise solutions, as well as a resource network that empowers and connects organizations of all sizes. Blackbaud's portfolio of software and services supports nonprofit fundraising and relationship management, digital marketing, advocacy, accounting, payments and analytics, as well as grant management, corporate social responsibility, and education. Organizations that use Blackbaud technology raise, invest, manage, and award more than $100 billion each year. Recognized as a top company, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland, and the United Kingdom. For more information, visit www.blackbaud.com.

About Attentive.ly

Attentive.ly drives engagement with your campaigns by turning quiet supporters into vocal advocates. Our plug-and-play solution enriches CRMs with actionable social behavior data for radically improved response. We power influencer engagement, fundraising, and advocacy campaigns. We have worked with brands across the non-profit, commercial and political space helping them understand their supporters and boost engagement. For more

information, visit www.attentive.ly.

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.

Blackbaud Media Contact
Nicole McGougan
Public Relations
843.654.3307
media@blackbaud.com

Attentive.ly Media Contact
Jeanette Russell
Public Relations
406-880-5638
jnet@attentive.ly

Blackbaud, Inc.