

PRESS RELEASE

Blackbaud Partners with O-matic Software to Make Advanced Data Import Tool Available for The Raiser's Edge

Import-O-Matic plug-in expands data import capabilities of popular fundraising platform

London (13 September, 2011) – Blackbaud Europe Ltd (NASDAQ: [BLKB](#)) today announced it has entered into an agreement with [O-matic Software](#) to market Import-O-Matic™, a software plug-in that greatly expands the data import capabilities of Blackbaud's [The Raiser's Edge®](#) fundraising software. The advanced importing features of Import-O-Matic helps streamline data processing and the integration of multiple data sources by increasing data entry and hygiene efficiency as well as eliminating most of the manual steps required for data entry. The Import-O-Matic tool is now available to Blackbaud's growing Raiser's Edge customer base of more than 13,000 not-for-profit organisations worldwide.

"Import-O-Matic enables our customers to eliminate manual input by allowing fast and easy data import from multiple sources, such as campaign data from an outside agency or a prospect list, without having to reformat the data," said Mark Gridale, Blackbaud Europe's commercial director. "It saves valuable time and labour costs, increases productivity, and maximises the investment in The Raiser's Edge."

Import-O-Matic enables users to easily and accurately update data in The Raiser's Edge from nearly any external system. Import-O-Matic can add or update existing records with on-the-fly duplicate matching, process multiple record types simultaneously, and import directly to a gift batch. With default field values, advanced pattern matching and automatic data transformation, Import-O-Matic can standardise data and eliminate the need to manually massage data in Access or Excel before importing.

Peter Doonican, head of research and information at [University of the Arts London](#) said, "When your organisation is dependent on integrating several data sources into The Raiser's Edge, building and maintaining those data streams can be very time consuming. Import-O-Matic has allowed us to add all our other data feeds into The Raiser's Edge efficiently. The set-up is easy and the maintenance has saved us many hours of manual import creation."

Developing a strong partnership

Since 2004, O-matic Software has been developing a portfolio of "O-matic" software plug-ins - including Import-O-Matic - all designed to extend the functionality of Blackbaud products. Import-O-Matic integrates seamlessly with both The Raiser's Edge and [The Raiser's Edge\(i\)™](#). Released in early 2011, The Raiser's Edge(i) is the latest version of the world's most popular fundraising and supporter management solution. With The Raiser's Edge(i), not-for-profits can: target and identify their best prospects; communicate with supporters on their terms; better manage their engagement and cultivation efforts; focus on retention with one record of supporter information; and measure and manage success with one-click dashboard reporting and built-in best practices.

"Import-O-Matic allows organisations to transform their Raiser's Edge database into the central hub for all of their data," said Jeffrey Montgomery, managing partner at O-matic Software. "Partnering with Blackbaud is a great opportunity to introduce many more Raiser's Edge users and database administrators to a tool that can eliminate the data entry backlog."

PRESS RELEASE

For more information, visit www.blackbaud.co.uk/services/import-o-matic/import-o-matic.aspx

About Blackbaud

Blackbaud Europe Ltd is a division of Blackbaud Inc., the leading global provider of software and services designed specifically for not-for-profit organisations, enabling them and to raise more money to support their missions. Since 1981, Blackbaud's sole focus and expertise has been partnering with not-for-profits 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. More than 1,200 not-for-profit organisations across the UK and Europe – including Cancer Research UK, CRISIS, Breast Cancer Care, National Trust, British Museum, British Heart Foundation, University of Cambridge and English National Opera – use one or more of Blackbaud products and consulting services for in-house and online ticketing, marketing, website management and fundraising. For more information, visit www.blackbaud.co.uk.

About O-matic Software

O-matic Software is a leader in non profit task automation and operational efficiency for the Raiser's Edge and Financial Edge. With clients all over the world, O-matic Software has helped many organisations - including Teach for America, UNICEF, University of Texas San Antonio, Partners Healthcare, Make A Wish, American Red Cross, The Shipley School, United Way, and YMCA - better utilise their resources. O-matic Software helps nonprofits by providing tools to eliminate labour-intensive processes by creating automated and efficient workflows. Founded in 2002, O-matic Software has created over a dozen solutions that automate and improve the efficiency of Blackbaud's Raiser's Edge and Financial Edge. For more information, visit www.OmaticSoftware.com.

Media Contact:

Jenny Turner, for Blackbaud Europe

+44 (0)1932 859 617

+44 (0)7940 472 653

jenny@turnerpr.co.uk

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.