

Blackbaud Releases The Patron Edge Essentials

Preconfigured and Affordable - the Ultimate Interactive Ticketing, Fundraising and CRM Solution for Smaller Arts and Cultural Not-for-profit Organisations



London (4th April 2011) – Blackbaud (Nasdaq: [BLKB](#)) today releases The Patron Edge Essentials, a new *preconfigured* single solution for multichannel and interactive box office management, fundraising, marketing and CRM, specifically designed for smaller arts and cultural not-for-profits in the UK.

The Patron Edge Essentials comprises tools and functionality that Blackbaud's proven experience in the arts and culture market has shown to be the essentials for successful ticketing (including interactive online booking), fundraising and patron-focused marketing and CRM; both off and online. It packages core elements from Blackbaud's market-leading premium solution, The Patron Edge®, but is far from a simple cut down version.

The new preconfigured package incorporates a set toolkit of key functionality with online capability and core analytics, but remains flexible to enable the system to grow as the organisation grows. It is also supported by Blackbaud's customer support, training, design and consultancy services to ensure users optimise results and patron relationships, while achieving the best possible ROI.

“Considerable experience in the arts, cultural and attractions market has shown us that smaller organisations tend to be restricted by smaller budgets but also need less functionality when starting out with holistic solutions and multichannel integration,” says Christopher Goodhart, European MD, Arts & Cultural Division at [Blackbaud Europe](#), and Treasurer and Vice Chair at The Albany theatre.

“Blackbaud is probably best known for the comprehensive and intricate data management and analytics that our high-end solutions can offer. As part of our mission to fully support the not-for-profit sector, we also want to help smaller organisations compete, by arming them with cutting-edge technology.”

Blackbaud estimates that up to 1,500 small and medium sized organisations in the UK, of typically less than 350 reserved seats or less than £1million p.a. general admission, could now benefit from the proven technology utilised by The Patron Edge Essentials.

The Patron Edge Essentials enables a small theatre or venue to:

- **Deliver ticket office services 24/7 online via self service**
- **Drive ticket business through dynamic pricing initiatives**
- **Record and track every patron/donor encounter back to a powerful CRM database**
- **Intimately understand patrons through on and offline data analysis**
- **Extend audience reach through multiple sales channels**
- **Demonstrate value to its community through customised relationship tools**
- **Reward loyal supporters through segmented ticketing schemes**
- **Fundraise through insightful and personalised campaigns**
- **Communicate through better targeted marketing campaigns and newsletters**
- **Manage friends or membership schemes, registrations, offers and renewals**
- **Increase recency, frequency and value from patrons.**

For more information about The Patron Edge Essentials, visit:

<http://www.blackbaud.co.uk/products/ticketing/peessentials/essentials.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 to improve operational efficiency, build strong relationships, and 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.

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Forward-looking Statement

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.