

Blackbaud®

British Heart Foundation Partners with Blackbaud to Gain Holistic View of Supporters

Technology and stability put Blackbaud ahead of competition



London (May 13, 2009) – Blackbaud Europe, Ltd., a division of Blackbaud, Inc. (Nasdaq: [BLKB](#)), announced today that [British Heart Foundation](#) has selected [Blackbaud Enterprise CRM™](#), [Blackbaud Direct Marketing™](#) and [Blackbaud® NetCommunity™](#) to enable a holistic view of its supporters.

“We selected Blackbaud as our partner and Blackbaud Enterprise CRM, Blackbaud Direct Marketing and Blackbaud NetCommunity as an integrated solution because the company and products are a great fit for our long-term strategy,” said Frank Garofalo, British Heart Foundation CRM project director. “We needed a progressive company with superior products to help us achieve a 360-degree view of our supporters.”

The British Heart Foundation is the nation’s heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and providing vital information to help people care for their own heart health and to help people reduce their own risk of dying prematurely from a heart or circulatory related illness.

“We are proud to partner with the British Heart Foundation,” said Martin Jervis, Blackbaud Europe’s managing director. “As one of the most well-known charities in the UK and a Raiser’s Edge customer for more than ten years, British Heart Foundation will use Blackbaud solutions to deliver a comprehensive view of their supporters making them central to everything they do.”

British Heart Foundation was resolute in finding a company that was ahead of the market in technology and stable enough to support its future objectives. Frank Garofalo states, “We were impressed by Blackbaud’s future CRM roadmap and the fact that their solutions matched our requirements. They were the only partner with superior products and technology to work with now and in the future.”

Blackbaud Enterprise CRM, powered by a next-generation technology platform, will enable all of the divisions of British Heart Foundation to gain a centralised, 360-degree view of supporters in real-time and from remote locations. This will help the Foundation’s staff make informed decisions, personalise interactions, provide superior service and build stronger relationships with supporters. In addition, by utilising Blackbaud Direct Marketing and Blackbaud NetCommunity in conjunction with Blackbaud Enterprise CRM, British Heart Foundation will adopt an integrated approach to its direct marketing initiatives and online strategy to streamline fundraising programs and gain a holistic view of their supporters.

For more information please visit www.blackbaud.co.uk

About British Heart Foundation

The British Heart Foundation (BHF) is the nation’s heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information. But we urgently need help. We rely on donations of time and money to continue our life-saving work. Because together we can beat heart disease.

For more information, visit www.bhf.org.uk.

About Blackbaud Europe

Blackbaud Europe, Ltd. is a division of Blackbaud, Inc. (Nasdaq: BLKB), the leading global provider of software and related 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. More than 22,000 organisations – including Cancer Research UK, CRISIS, 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](#). Blackbaud's solutions include [The Raiser's Edge®](#), [The Patron Edge®](#), [The Information Edge™](#), [Blackbaud Gift Aid™](#) and [Blackbaud® NetCommunity™](#) as well as a wide range of consulting and educational services. 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 the United Kingdom, the Netherlands, Canada and Australia. For more information, visit www.blackbaud.co.uk.

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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.