

Blackboard Recognizes Pioneers in Campus Services

*New 2006 Initiative Will Offer \$5000 Awards to Each of
Two Schools Using the Blackboard Commerce Suite in
Innovative Ways*

Washington, DC, – May 3, 2005 – Blackboard Inc. (Nasdaq: BBBB) is pleased to announce a special award presented to Creighton University and Louisiana State University for innovative programs each has implemented with the *Blackboard Commerce Suite™*. Representatives from each school were recognized in April at the 7th Annual Blackboard Users Conference in Baltimore, MD as a lead-up to a new Campus Services Pioneer Award Program which will launch this fall.

The new annual award program will recognize and reward members of the Blackboard Community who show innovative use of the Blackboard Commerce Suite. The Blackboard Commerce Suite consists of three independent yet integrated software programs which allow all members of a campus community to use a universal account for various on- and off-campus activities, purchases and access.

The Campus Services Pioneer Award will recognize two Blackboard clients who demonstrate the following criteria through use of the Blackboard Commerce Suite:

- **Vision** for enabling a Networked Transaction Environment™
- **Relevance** and usefulness to the greater campus community
- **Innovation** of product use
- **Transformation** and operation of campus services through Blackboard technology
- **Integration** among disparate transaction solutions

Both Louisiana State University and Creighton University are being recognized for demonstrating these qualities on their campuses and enabling Networked Transaction Environments. A Networked Transaction Environment exists when any student, teacher or member of the campus community can use a universal account on campus, off campus and online for all commerce transactions, activities and facilities access and web services.

Louisiana State University (LSU) is being recognized for significant enhancements to the campus community after licensing *The Blackboard Transaction System*™ and *BbOne*™ program last year. Following the transition to Blackboard, students and faculty at LSU enjoyed significantly greater use of the Tiger Card program, which is enabled through Blackboard's Commerce Suite.

“We saw more than a 100% increase in our pay-for-print program, over 85% increase in use of vending services and more than 300% increase in use of laundry facilities with the Tigercard since we moved to Blackboard,” said Mark Kraner, Director, Contracted Auxiliary Services at Louisiana State University. “This clearly demonstrates the value our campus community members find in this program. Our school is thrilled to be highlighted as a leader in innovative technology for campus services.”

Creighton University is using the entire Blackboard Commerce Suite to improve service to students in a variety of ways that will lead to the ultimate goal of creating a totally cashless campus. As each year passes the program grows and matures. This year's addition of the *Blackboard Community System*™ is enabling student commerce over the Web and making even the task of paying a parking ticket as simple as shopping on-line.

“We are always growing our program. We are making plans to expand services deeper into the Creighton community,” said Brenda Hovden, Director of Card Services at Creighton. “Students and faculty are looking for ways to access additional off-campus vendors and want more services through our e-Commerce application, with even easier access to all these services via wireless technology. We are also currently looking to enhance the school’s transaction system with an application which provides integrated door/gate access replacing our current independent model.”

“I am honored to be selected as one of the first recipients of the Campus Service Pioneer Award and accept this recognition on behalf of my campus and colleagues who made this possible,” Hovden added.

“Brenda is more than just an ‘early adopter’ of emerging technologies, she pushes [the program] to stay at the forefront of customer expectations,” said Daniel Burkey, Creighton’s Vice President for Administration and Finance.

“We are pleased to open up this new award program to schools that are enriching the educational experience for their students and campus community members with the Blackboard Commerce Suite,” said Jim Hermens, Director of Global Services at Blackboard. “We expect to hear many innovative examples of how our clients are using our products, and hope this new program will foster a new energy and awareness in the market of transaction systems.”

About Blackboard Inc.

Blackboard is a leading provider of enterprise software and services to the education industry. The Company's product line consists of five software applications bundled in two suites, the *Blackboard Academic Suite* TM and the *Blackboard Commerce Suite* TM. Blackboard's clients include colleges, universities, schools and other education providers, as well as textbook publishers and student-focused merchants that serve education providers and their students. Blackboard is headquartered in Washington, D.C., with offices and staff in North America, Europe and Asia.

Any statements in this press release about future expectations, plans and prospects for Blackboard and other statements containing the words "believes," "anticipates," "plans," "expects," "will," and similar expressions, constitute forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including the factors discussed in the "Risk Factors" section of our most recent 10-K filed with the SEC. In addition, the forward-looking statements included in this press release represent the Company's views as of May 3, 2005. The Company anticipates that subsequent events and developments will cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to May 3, 2005.

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