



For Immediate Release

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WITH RSI ANNOUNCEMENT PLUM CREEK BEGINS MAJOR EMPLOYMENT DEVELOPMENT
Plum Creek and Kyle form public/private partnership to activate major central Texas employment center

KYLE, TEXAS– Plum Creek, a new urban mixed-use community announced the creation of a public/private partnership to create the next major employment center for central Texas. A newly formed public/private partnership with the City of Kyle will bring needed utility and transportation infrastructure to a 185 acre area of Plum Creek zoned for employment and light industrial development. Response-Service-Innovation, (RSI) Inc., a light manufacturing company from Austin will be the first employer to capitalize on this new partnership. RSI which may ultimately employ 200 people will be building a 40,000 square foot facility on a five acre site in this new development area. The 2,200 acre Plum Creek development contains over 850 acres of property zoned for mixed-use, employment, and light industrial development. Already widely known as an award-winning master-planned residential community this latest announcement underlines the desirability and sustainability of Plum Creek's mixed-use design.

Plum Creek has diligently pursued partnerships that have improved their transportation infrastructure resulting in what Kyle City Manager Tom Mattis dubbed the "Golden Triangle." This is the network of new and improved roadways (including a new IH-35 exit) that encompass the newly activated employment development area. During 2006/2007 every major roadway boarding or bisecting Plum Creek will be rebuilt or substantially improved. Additionally, Plum Creek has been selected as one of the first 17 Austin-San Antonio commuter rail stations. Strategically located between Austin and San Antonio on the west side of the fast-growth IH-35 corridor, the Plum Creek development is poised to become the next major employment center in the region. Offering employers the ability to both draw employees and service customers in both MSA's from one central location, Plum Creek is also within 50 miles of 20 major colleges and universities.

"We are truly excited about RSI moving to Plum Creek, and the opportunity to create a regional employment center. We have the unique ability to site a 300 acre corporate campus within a quarter mile of a performing arts center and thousands of units of walkable residential housing. This represents a new chapter for the sustainability of our community," said Peter French, Director of Operations, Plum Creek Development. "When you consider our location along the IH-35 corridor, our flexible zoning, and the vibrant community already in place here Plum Creek should be on the short-list for every corporate site selector looking in Central Texas."

The addition of RSI to Plum Creek reinforces the goal of providing a community in which individuals and families can live, work, shop and play. Plum Creek is already home to over 1,200 families and an array of services, and amenities including schools such as The Laura Bursleson Negley Elementary School, Rocking Horse Academy, Brooke Lowden's School of Dance and Allegro School of Music. Other businesses in Plum Creek include State Farm Insurance, Glama Jama Clothes, Devries Family Chiropractic, Lucky Cup Coffee House, Curves Gym, Lonestar Accounting, Central Texas Medical Associates and The Plum Creek Golf Course. Also, coming to Kyle is an HEB Plus store scheduled to open in June 2007. The City of Kyle's current residential population is approximately 30,000 people with approved future developments supporting in excess of 60,000 people.

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About Plum Creek

Plum Creek is a 2,200 acre mixed-use urban master-planned community located in Kyle, Texas. Plum Creek has over 1,250 occupied homes with approved zoning for up to 8,700 dwelling units. The Plum Creek community has been designed on a human-scale to accommodate the pedestrian in a walkable community-oriented fashion. Key components of the design include a mix of housing types, and uses connected by meaningful open space. Plum Creek was named the Master-Planned Community of the Year in 2005 by the Austin Business Journal, and was selected as the New Development of the Year at the 2006 Envision Central Texas Community Stewardship Awards. In the fall of 2006 the Urban Land Institute published a Case Study on Plum Creek highlighting the development as a positive model for suburban new urban developments.

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