

FOR IMMEDIATE RELEASE

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NEW DEVELOPMENTS AND RECOGNITION FOR PLUM CREEK

Central Texas' Premier Planned Community Adding New Businesses, Jobs, and Better Education in Kyle

Kyle, Texas – March 1, 2007 - Plum Creek, Central Texas' premier master planned community, is currently experiencing a tremendous level of growth with new business ventures, employment opportunities, additional schools and more.

BUSINESS DEVELOPMENTS

Response-Service-Innovation, (RSI) Inc., a light manufacturing company, recently announced relocation of its headquarters from Austin to Plum Creek in Kyle. RSI's first phase of development will generate roughly 70 jobs in a 40,000 square foot facility. Future expansion could result in as many as 200 jobs in a 70,000 square foot facility. RSI estimates the cost for this project between \$3 million and \$4 million with an additional \$500,000 to be invested in equipment.

In a further effort to create more jobs in the Kyle area, Plum Creek has announced the availability of 400 to 600 acres of land zoned for the development of new businesses. The commercial center, featuring multiple access points to IH35, will be served by a future commuter rail line and is located 17 miles south of Austin and 50 miles north of San Antonio. An estimated 100,000 college students will live and go to school within 30 minutes of the center, providing the area with an educated work-force. Additionally, Plum Creek is home to thousands of units of executive and work-force housing located in close proximity to this center.

Plum Creek Square is the first of many small mixed-use developments planned for the Plum Creek community. With over 25,000 square feet built, the project is home to 8,000 square feet of medical facilities and numerous small, local retailers and a fitness center, servicing tenants all within walking distance of the community.

Considerable commercial development is underway near Plum Creek, including an HEB Plus schedule to hold its grand opening in June 2007. Seton Healthcare has also announced plans for a new hospital within two miles of Plum Creek.

EDUCATIONAL DEVELOPMENTS

In August 2006, Plum Creek celebrated the opening of the Laura Burleson Negley Elementary School. Located in the heart of the neighborhood, elementary age children are now able to walk to school.

Plum Creek's children attend schools within the Hays Consolidated Independent School

District (HCISD). HCISD's Hays High School was one of only 65 high schools in Texas to make *Texas Monthly* magazine's "Best Public Schools" list, published in the December 2006 issue.

A private elementary school, daycare and after-school care is also available in Plum Creek through the accredited Rocking Horse Academy. The 16,000 square foot facility features classrooms, a gymnasium, a playground, computer labs and a library.

For university age students, Texas State University in San Marcos is 12 miles south of Plum Creek. Home to over 27,000 students, the University was included in Princeton Review's *America's Best Value Colleges* list for 2007.

PLUM CREEK RECOGNITION

Plum Creek was honored with the **2006 Envision Central Texas Community (ECT) Stewardship Award** as the new development that best addressed the seven key elements of the ECT vision. This award recognizes individuals and organizations that address the challenges facing the region in a way that exemplifies the vision of sustainable growth outlined by the people of Central Texas.

In late 2006, the Urban Land Institute published a *Case Study on Plum Creek*, outlining the reasons the community is a model for mixed-use suburban development. Specifically the Case Study highlighted Plum Creek's utilization of new urbanism planning principles which integrates land uses such as residential, commercial, office uses, a daycare, an elementary school, open space/recreational amenities and a golf course into pedestrian oriented walkable environment.

Additionally, Plum Creek was selected as the **Master-Planned Community of the Year** by the *Austin Business Journal* in 2005.

PLUM CREEK: A PLUM OF A PLACE TO LIVE

Residents of Plum Creek have come to enjoy the perks of living within this master-planned community, including:

Plum Creek is the largest walkable mixed-use community of its kind in Central Texas.

Plum Creek is home to the 27-hole Plum Creek Golf Course.

The Plum Creek Home Owners Association (HOA) owns and maintains over 150 acres of green space including a 30 acre stocked fishing lake.

The active HOA hosts numerous community events throughout the year including a 5K and kid's triathlon, an Easter egg hunt, a 4th of July parade, movie nights, Halloween events, and many more.

Plum Creek features a wide variety of housing types and prices with lots from 25' x 100' to 80' x 180' and prices from \$100,000 to more than \$300,000.

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About Plum Creek

Plum Creek is a 2,200 acre master-planned community located in Kyle, Texas, located 17 miles south of Austin and 50 miles north of San Antonio. This master-planned community is a mixed-used, large-scale residential development which incorporates all of the amenities and convenience of schools, recreational parks, residential neighborhoods and commercial centers. Plum Creek is intended to increase the supply of affordable housing, provide a

school-centric environment and reduce the time people spend in traffic, creating a community in which individuals and families can live, work and play.

NOTE TO MEDIA: Interviews with the Plum Creek Director of Operations, Peter French, and tours of Plum Creek are available at your convenience.

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