

Hampton Lake and Fraser Construction Honored By National Association of Homebuilders With “Best in American Living Award”

Orlando, FL (Feb. 12, 2008)-- Hampton Lake and Fraser Construction Company of Bluffton were honored here tonight with the 24th Annual “Best in American Living Award” (BALA) for the community’s Lakeside Village.

The BALA Awards (considered the “Oscars” of the homebuilding industry) are awarded by The National Association of Homebuilders and Professional Builders Magazine. The award-winning project, Lakeside at Hampton Lake, earned the top honor in the category: “Best Community Facility, 151 Units and Above”. Judges made their selections on six basic criteria including effective use of design, innovative use of products and attention to detail.

“This is a great tribute to a lot of hard work by a team of exceptional professionals who turned a uniquely challenging situation into a big success story and what is now one of the finest facilities of its kind anywhere in the world,” said John Reed, owner of Reed Development Company, Hampton Lake’s developer.

Reed pointed out that Hampton Lake originally had been conceived as a golf community when research indicated a market saturation of golf communities in the Southeast -- thereby prompting a strategic management decision to move the project in a new direction.

RESEARCH MADE IT HAPPEN -- “In essence Lakeside Village and the body of water it serves is our golf course,” said Gary Sandor, a partner with Reed Development Company. “The research we did to come up with the various components of the community at large and Lakeside in particular is all due to the outstanding input we received from interviewing dozens of couples and more than 100 women who were already living or thinking about moving to the Bluffton/ Hilton Head area with regard to what they would like to have as an amenity facility if golf wasn’t an option.”

Perry Wood, President of Wood & Partners, the community’s land planner agreed that the entire project was “an exceptional feat. What we did was take a piece of land that was already permitted as a traditional golf course community and re-designed the entire community around a 165-acre, man-made, freshwater lake and a 340-acre nature preserve with a cohesive amenity complex that outdoes most destination resorts.”

Sandor said the new community “melds precisely” with the lifestyle desires of those who are seeking a new water-oriented home here in the Lowcountry. “It’s what our prospects are looking for,” said Sandor, “from the fitness facilities and full-service spa to the laid back ambience of a themed restaurant and bar called

'Backwater Bill's' to remarkable nature trails and a world-class dog park."

THE FINEST EVER -- Joe Fraser, Jr., president of Fraser Construction, who has been involved in building major commercial, residential and recreational facilities in the Carolinas, Georgia and Virginia for more than 30 years, calls Lakeside at Hampton Lake "the finest family-oriented amenity we've ever constructed."

Fraser cited Amy Rowland, the construction firm's project manager for Lakeside, along with superintendents Tom Shanahan and Bill Hill for achieving the award winning effort.

Fraser noted that the construction aspect of the project took 13 months, and was completed in May of 2007. According to Fraser, one of the major obstacles was getting Lakeside completed without any roads or utilities to the site during the early months.

"There are so many fine details that needed to be taken care of, it was a real scheduling challenge that tested us all," said Fraser. "Amy Roland did a fantastic job!"

Architects for Lakeside were the Cowart Coleman Group of Savannah headed by Shedrick Coleman. Image Design, Inc. of Atlanta did the interior design work. Sandor said the real heroes of Lakeside at Hampton Lake were the hundreds of women who gave their input. "Without their candid insights into the needs of their families and the kinds of things they wanted to experience and enjoy with their grandkids we wouldn't have achieved what is now in place."

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Hampton Lake -- Hampton Lake is a private lake community in Bluffton, S.C. of more than 900 acres. The community is a Reed Development Company project with 165-acres of freshwater lake and 340-acres of natural wetlands. Built around the concepts of connecting family and nature in a fun way, Hampton Lake offers open spaces, nature preserves, activity centers, pools, beaches, dining, and parks, all uniquely intertwined and interconnected. For more information, call 843.836.LAKE or visit www.hamptonlake.com.

Fraser Construction Company, LLC -- An award-winning building company based in Bluffton, SC with more than 25 years of major construction experience in the Carolinas, Georgia and Virginia. The firm has a wide range of experience from resort and recreation facilities to multi-family residential, office structures, public buildings and churches. See website, www.fraser-construction.com

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