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Coyote Springs Launch Generates 35 homesite sales for \$10 million and Unveils Club Village Design

WHITE PLAINS, GA -- The BriarRose Country Estate & Club celebrated the grand opening of its newest neighborhood, Coyote Springs, on June 24th by completing the 6th successful launch sales event in the community's history. A total of 35 families from locations including New York, Florida, California, Atlanta and as far away as Manchester, U.K. purchased Coyote Springs homesites during the launch, generating over \$10 million in sales.

"Demand for the Coyote Springs homesites was stronger than expected," said Jeff Davis, Founder and President of The BriarRose Land Company of Atlanta, GA., the community's developer. "Initially, we had only intended to release 30 homesites, but the participation was so strong, we had to make another 5 available to meet demand," Davis said.

"The success of this launch shows that our vision for The BriarRose is continuing to gain momentum in the marketplace," he said. "In addition to releasing Coyote Springs, we were proud to unveil the design of our Club Village. Known as The Hamlet, it is designed after numerous villages and towns of the South. The Hamlet is a touchstone with the past, when life was simpler and passing generations resisted the very modern-day urge to tear down the old and replace it with the new. The Hamlet is a reflection of a community that has found time for reflection and renewal, a place that continuously interacts with the land, its natural history, and its people."

"The BriarRose members are part of what is becoming known as the 'new ruralism' movement," said Davis. "New ruralism is more about getting out of the congestion and sprawl that's so prevalent in today's large and growing cities and resort destination areas. It provides our members with the opportunity to reconnect with their families, nature and the land that continues to be the heart of America. The BriarRose is really about preserving a way of life in America that is vanishing today." The BriarRose will have one of the most complete collections of outdoor family recreation amenities in North America. Amenities include a Roy Case Signature Golf Course scheduled to open this fall, and a state-of-the art equestrian center with over 14 miles of bridle trails. In addition, the community has announced The BriarRose Boathouse, a lake club & marina on Lake Oconee and The Plantation, a 3000 acre sporting club highlighted by the world's first International Game Clays Course™, a totally new concept in sport shooting created by John Higgins of The British School of Shooting. Other planned amenities include an outfitter's post, The BriarRose Inn, men's and women's golf clubhouses, spa, fitness and wellness center, chapel, fresh market and multi-million dollar aquatic park.

The launch event featured helicopter flights over the Oconee River Valley, archery and sporting clay instruction, trail rides by horseback, a Bluegrass Band and a hole-in-one contest for a Land Rover LR3. The day also included a Land Rover Driving Experience courtesy of the Hennessy Land Rover Atlanta dealerships of Buckhead, Gwinnett and NorthPoint as well as John Deere tractor demonstration rides by Greenfield Equipment Company of Madison, Ga. The BriarRose Country Estate & Club is a 1879 acre private golf and sporting club community located on Highway 15 in White Plains about 12 miles from Lake Oconee. It is just 90 minutes from Atlanta off I-20 east and about 45 miles south of Athens on Highway 15. At build-out, the community will add over \$400 million to the Hancock County tax base, Davis said. For more information please call 1-866-763-7673 or visit The BriarRose website - www.thebriarrose.com.