

For Immediate Release
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Painted Sky Launch Generates 86 homesite sales for \$25 million

WHITE PLAINS, GA -- The BriarRose Country Estate & Club celebrated the grand opening of its newest neighborhood, Painted Sky, on December 3rd by producing the most successful launch sales event in the community's history.

A total of 86 families from locations including New York, Florida, Atlanta and as far away as Manchester, U.K. purchased Painted Sky homesites during the launch, generating over \$25 million in sales.

Since opening in Spring 2004, The BriarRose has recorded 266 homesites for over \$70 million.

Demand for the Painted Sky homesites was stronger than expected, said Jeff Davis, Founder and President of The BriarRose Land Company of Athens, GA., the community's developer. "Initially, we had only intended to release 60 homesites, but the participation was so strong, we had to make another 26 available to meet demand," Davis said.

"The success of this launch shows that our vision for The BriarRose is beginning to build momentum in the marketplace," he said.

"The BriarRose owners/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 owners/members with the opportunity to reconnect with their families, nature and the land that continues to be the heart of America."

The BriarRose will have one of the most complete collections of outdoor family recreation amenities in America. Amenities include a Roy Case Signature Golf Course scheduled to open in 2006, and a state-of-the art equestrian center with over 14 miles of bridle trails. In addition, the community has announced The BriarRose Lake Club & Marina and The BriarRose Sporting Grounds, 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 and The BriarRose Club Village with an elegant clubhouse, spa and fitness center, chapel, fresh market and multi-million dollar aquatic park.

The launch event featured helicopter flights over the Oconee River Valley, fly fishing instruction, trail rides by horseback and a Bluegrass Band, hole-in-one contest for a Land Rover LR3 and an equipment demonstration by John Deere.

The BriarRose Country Estate & Club is a 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.