



HORSESHOE BAY RESORT.

Quinn & Co. Media Contacts: Nicole Ruggiero, 212.868.1900 x248, nruggiero@quinnandco.com
Ashley Castro, 212.868.1900 x245, acastro@quinnandco.com

Horseshoe Bay Resort Now Offering HouseMoney Real Estate Incentive Program

Designed to Strengthen Confidence of Home Sellers & Buyers, HouseMoney Provides Certificates Up To \$8,000 for Resort Membership Charges

Horseshoe Bay, Texas - June 9, 2008 – Horseshoe Bay Resort is offering a new real estate incentive program designed to strengthen the confidence of home sellers and buyers, HouseMoney. Available to Horseshoe Bay property owners with a home valued at \$200,000 or more, HouseMoney provides certificates to those who take advantage of an exclusive listing offer through a participating broker from Horseshoe Bay Resort Realty, LLC. Activated upon closing of a qualified real estate transaction, the certificate is redeemable toward Horseshoe Bay Resort membership charges including initiation fees, monthly dues, amenity access and user fees. HouseMoney certificates range from \$1,000 to \$8,000, depending on the selling price of the house.*

“The HouseMoney program is something the Resort has been working on for a long time,” said Douglas Jaffe III, CEO of Horseshoe Bay Resort. “It is a monetary reward program that benefits seller, buyer and realtor making it win-win-win, all the way around.”

Reaction to the HouseMoney program, which officially rolled out on May 23, 2008, has been favorable from the start. Certificate holders David and Judy Standridge, quickly discovered the advantages of HouseMoney, when they used the resort membership rewards as an incentive to motivate the buyer and reach an agreeable contract price. “HouseMoney is a creative way of thanking the seller for being a member of the Resort and giving the home buyer rewards while at the same time welcoming newcomers to Horseshoe Bay,” said David Standridge.

“We firmly believe this incentive program will not only provide extra value to Resort Membership, but also add to property values and help to initiate additional real estate activity in Horseshoe Bay,” said Mike Gordon, director of sales for Horseshoe Bay Resort Realty.

To participate in the HouseMoney program call (830) 596-9506 or visit www.hsbresort.com for more information.

Horseshoe Bay Resort is a 7,000-acre resort tucked in the rolling Texas Hill Country 45 minutes west of Austin on the panoramic shores of 6,300-square-foot Lake LBJ. Founded in 1971 and purchased by the Jaffe Group in 1996, the expansive resort offers three championship Robert Trent Jones, Sr. golf courses. A highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock, will open in 2009. Horseshoe Bay Resort also offers a made-to-scale, 18-hole, par 72 Bermuda grass putting course; four swimming pools; a spa and fitness center; a full-service marina with a fleet of luxury boats and personal watercraft rentals; seven dining facilities; 12 adult tennis courts; and three USTA-sponsored kids' tennis courts. Accommodations include hotel rooms and suites (385 bedrooms) within the Horseshoe Bay Resort Marriott Hotel and adjacent Paseo villas, as well as 45 luxury lakefront condominiums available for rent at The Waters at Horseshoe Bay Resort. The resort features a jet center with a 6,000-foot runway and private charter jet service via Air Horseshoe.

###

* Limit one certificate per transaction.