



HORSESHOE BAY RESORT.

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Jack Bickart named Chief Sales Officer of Horseshoe Bay Resort

Horseshoe Bay, Texas - April 26, 2007 - Horseshoe Bay Resort today announced the appointment of Jack Bickart as chief sales officer for the Resort. Bickart brings more than 25 years of resort industry experience where he gained significant experience in sales and marketing in the travel and hospitality industries. Bickart will oversee the driving of all revenues for Horseshoe Bay Resort, including rooms, golf, spa, marina and events. He will work closely with all sales departments in the continued effort to increase group and conference business at the resort.

Bickart's career began in 1973 at Smuggler's Notch Resort in Vermont where he served in a variety of capacities that led to his acceptance of the vice president of sales and marketing position in 1981. Following his time in Vermont, Bickart relocated to Virginia where he maintained a fifteen-year career at Wintergreen Resort, beginning as director of group sales in 1984 and received subsequent promotions to director of sales and marketing in 1990 and, finally, to vice president of sales and marketing in 1994.

Prior to his arrival at Horseshoe Bay Resort, Bickart served as vice president of sales and marketing for Barton Creek Resort & Spa in Austin, Texas for more than five years. Before joining the Barton Creek team, Bickart served as vice president sales at Daufuskie Island Club & Resort in South Carolina from 1999 until 2001.

Jack Bickart is a 1972 graduate of the University of Maryland with a Bachelor of Science degree in Zoology.

Horseshoe Bay Resort President and Chief Operating Officer G. Michael Thomas

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stated, "Jack is an invaluable addition to the Horseshoe Bay Resort team. Having had the pleasure of working with him at various resort properties in the past, I can say with confidence that Jack's experience and expertise make him an ideal person for this position. We are looking forward to working with him."

About Horseshoe Bay Resort

Founded in 1971 and purchased by the Jaffe Group in 1996, Horseshoe Bay Resort is Texas' original lakeside resort. Located in the exquisite Hill Country, the 7,000-acre Resort offers three championship Robert Trent Jones, Sr. golf courses, an 18-hole par 72 Bermuda grass putting course, a jet center with a 6,000-foot runway, private charter jet service via Air Horseshoe, three swimming pools, a spa and fitness facility, a full-service marina, five dining facilities, 12 tennis courts and a 349-room Hill Country Marriott hotel. For more information on Horseshoe Bay Resort, please visit www.hsbresort.com.