



HORSESHOE BAY RESORT.

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Horseshoe Bay Resort & Horseshoe Bay Resort Marriott Become One: Resort Complex Now Under Same Management to Provide Seamless Service & Unified Team

“New” Horseshoe Bay Resort to Unveil Clubhouse, Spa & More

Horseshoe Bay, Texas – February 29, 2008 – Horseshoe Bay Resort in the Texas Hill Country is proud to announce that effective March 13, 2008 the entire resort, including the Horseshoe Bay Resort Marriott, will become “ONE,” adding cohesiveness and seamless service to the “new” Horseshoe Bay Resort. Both Horseshoe Bay Resort and Horseshoe Bay Resort Marriott have shared common denominators such as location on the sprawling 7,000-acre resort grounds, access to three championship golf courses and the same owner, The Jaffe Group. The two will now have the benefit of ONE management.

While the announcement will have no visible change to resort members or overnight guests, those planning events will notice the ease of ONE point of contact for Horseshoe Bay Resort and the Horseshoe Bay Resort Marriott, bringing greater simplicity and consistency to the process. Horseshoe Bay Resort Marriott will now operate as a Marriott franchise hotel and all former Marriott employees will become Horseshoe Bay Resort associates, working together as ONE team.

“This transition enables the employees of Horseshoe Bay Resort to provide seamless service for members and guests,” said G. Michael Thomas, president and chief operating officer. “Operating with one owner and one management is just the beginning of achieving our goals and becoming the most successful resort in the state of Texas.”

What all guests will experience in 2008 and beyond are numerous transformations including a 90-foot-long dining yacht for private events and group functions, new restaurant overlooking the new docks at the Yacht Club (Spring 2008), a new spa and fitness center (2009) and other enhancements and renovations throughout. The complete renovation of Cap Rock Clubhouse will be unveiled this spring and include a new deck overlooking Apple Rock #18, the perfect place to unwind after a round, a new bar and restaurant serving lunch and dinner, pro shop and more.

Douglas Jaffe, III, chief executive officer says, “resort club members and their guests will also benefit from the franchise agreement with the many upcoming improvements, services and new amenities made possible by one resort team. These enhancements complement concepts recently unveiled in the resort’s master plan which will create a better quality of life for the Horseshoe Bay resort community as a whole.”

Horseshoe Bay’s history dates back to 1970 when visionaries Norman and Wayne Hurd conceived the idea of creating a world-class destination resort in the fabled region set amidst

the lake and hills. The 350-room Horseshoe Bay Resort Marriott, which opened on the resort grounds in 2004, features 117 one-, two- and three-bedroom suites and condos. There are 40 luxury one-, two- and three-bedroom waterfront villas with gourmet kitchens and fully furnished balconies overlooking Lake LBJ available at The Waters at Horseshoe Bay Resort. Other amenities at Texas' original lakeside resort include 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, four dining facilities, 12 adult tennis courts, three USTA-sponsored kids' tennis courts and more. All three award-winning Robert Trent Jones, Sr. golf courses have been named to the "50 Best Courses in Texas" every year since 1989: par 72 Slick Rock and Apple Rock, and par 71 Ram Rock.

For information please visit www.hsbresort.com or call 830-598-2399.

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