



HORSESHOE BAY RESORT.

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Martha Heagany named Chief Marketing Officer of Horseshoe Bay Resort

Horseshoe Bay, Texas - April 5, 2007 - Horseshoe Bay Resort today announced the appointment of Martha Heagany as chief marketing officer for the Resort. Heagany brings more than 30 years of resort industry experience where she gained significant experience in sales and marketing in the travel and hospitality industries. Heagany is responsible for all marketing operations for Horseshoe Bay Resort, including the recent launch of charter jet service via Air Horseshoe and renovation of the Horseshoe Bay Resort Jet Center.

Prior to her arrival at Horseshoe Bay Resort, Heagany served as vice president of marketing for Barton Creek Resort & Spa in Austin, Texas for more than five years. Before joining the Barton Creek team, Heagany served as vice president of sales and marketing at Palmilla in Los Cabos, Mexico as well as vice president of marketing at Daufuskie Island Club & Resort in South Carolina from 1997 until 2001.

Heagany's additional experience includes director of sales and marketing for Quail Hollow Resort & Country Club in Concord, Ohio as well as director of marketing for The Homestead in Hot Springs, Virginia. Prior to joining ClubCorp in 1993, Heagany led travel industry marketing efforts for The Breakers in Palm Beach, Florida, the Westin Resort on Hilton Head Island and the Longboat Key Club in Longboat Key, Florida.

Martha Heagany is a 1975 graduate of Michigan State University with a Bachelor of Arts degree in Communications. During her career with ClubCorp, Heagany was recognized with a ClubCorp Super Star Award in 2003 and 2004 and a Leadership Award in 1998.

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Horseshoe Bay Resort Chief Executive Officer Douglas Jaffe, III stated, "Martha

has incredible experience in marketing, advertising and public relations. We are confident she will provide tremendous leadership as we strive to make Horseshoe Bay Resort a household name in Texas as well as the United States.”

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.