



HORSESHOE BAY RESORT.

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Going Once, Going Twice: Horseshoe Bay Resort Gets Guests Up Close With VIP Treatment at Texas Fall Fest & Wine Auction

Two-Night Festival Includes Food Pairing Class, Celebrity Chef Cooking Demonstration, VIP-only Party & More

Horseshoe Bay, Texas – August 18, 2008 – Horseshoe Bay Resort in the Texas Hill Country is home to the Fourth Annual Texas Fall Fest & Wine Auction and is getting guests VIP access to a weekend of vintages, vineyards and Viking Grills! Presented by the Texas Wine & Grape Growers Association, the festival is a three-day palate-pleasing party celebrating Texas wine and regional cuisine, and partial proceeds benefit Texas wine research and local charities.

Starting at \$403 per person (double occupancy) for a two-night stay, October 31 and November 1, 2008, the package includes entry to all six of the festival's events plus a VIP-only event with a special take-home goodie bag. Guests will also receive high-speed Internet access and local calls, tennis courts, and the fitness center; in-room water; complimentary self parking; bike rentals; transportation to all resort amenities; seasonal activities; golf bag storage and 20% savings at the made-to-scale Whitewater Putting course.

The Texas Fall Fest & Wine Auction includes the following events:

- Friday, October 31st
 - Wine and food pairing seminar and tasting at Spicewood Vineyard led by notable area sommeliers
 - Sunset stroll and tasting at Horseshoe Bay Resort with forty Texas winemakers and music by John Arthur Martinez
 - *VIP-only after party, including a gift bag*
- Saturday, November 1st
 - Cooking demonstration, luncheon and book signing by Celebrity Chef Grady Spears at Fall Creek Vineyards
 - Celebrity Chef Grady Spears Dinner and Wine Auction Gala at Horseshoe Bay Resort
- Sunday, November 2nd
 - Chef's Challenge: Chuck Wagon Old World Cooking vs. New World Viking Range Grilling Demonstration and lunch with the chefs

When festival-goers need a break from checking out the legs on the local merlot, swishing sauvignon blanc, and nibbling on local fare, they can take advantage of Horseshoe Bay Resort's plethora of recreational activities. Guests can play on the resort's three Robert Trent Jones, Sr. golf courses, cool off at the marina, dine at the Yacht Club, relax at the spa, and more.

For reservations and information please call 877.611.0112 or visit www.hsbresort.com. When booking, please use package code WCRJ. For details on the Texas Fall Fest & Wine Auction visit www.txwines.org.

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, and scheduled to open in 2009, a highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock. Horseshoe Bay Resort also offers a made-to-scale, 18-hole par 72 Bermuda grass putting course, four swimming pools, a spa and fitness facility, a full-service marina, 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 and in addition 45 luxury lakefront condominiums available for rent at The Waters at Horseshoe Bay Resort. The resort also features a jet center with a 6,000-foot runway and private charter jet service via Air Horseshoe.

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*Rates are based on availability and do not include tax or resort charge. Pre-payment in full required at time of booking.