



HORSESHOE BAY RESORT.

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Horseshoe Bay Resort Taps New Talent for Two Positions

Horseshoe Bay, Texas – August 28, 2007 – Horseshoe Bay Resort announced a collection of personnel appointments and promotions that underscore the property's continued success and growth. Mark Edwards has been appointed director of event planning and Frank Cadena as executive steward.

“We welcome these new managers and directors to the Horseshoe Bay Resort team,” shared President and Chief Operating Officer G. Michael Thomas. “Our continued success and growth relies on the quality of our leadership team and we know the experience and abilities of these professionals will serve us well.”

Mark Edwards joins the Horseshoe Bay Resort team as **director of event planning**. His responsibilities include supervising the event management department, coordinating group activities amongst resort departments and developing relationships with clients. Edwards possesses more than 35 years of experience in marketing and sales in the resort, club and travel industries. He previously worked for East West Clubs & Resorts, Mission Valley Country Club in Laurel, FL as well as Indian Wells Country Club in Indian Wells, CA and Palm Valley Country Club in Palm Desert, CA. Edwards is an eight-time winner of ClubCorp's annual “Best of the Best National Achievement Award.” He holds a bachelor of arts in business administration from Cal State Fullerton.

Frank Cadena has been named **executive steward**. Cadena comes from the 4-star, 350-room Barton Creek Resort & Spa, where he was director of stewarding. He also held management positions at Hyatt Regency DFW and Hyatt Regency Reunion, both located in Dallas. Cadena started his career as concierge at the Westin Galleria Hotel in Houston, following graduation from the Hilton Hotel and Restaurant Management College at the University of Houston.

For more information on Horseshoe Bay Resort, please call 830-598-2511 or visit www.hsbresort.com.

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 Dwarf Bermuda grass putting course, a jet center with a 6,000-foot runway, private charter jet service via *Air Horseshoe*, four swimming pools, a spa and fitness facility, a full-service marina, five dining facilities, 12 adult tennis courts, three USTA-certified kids' tennis courts, luxury waterfront villa accommodations at *The Waters at Horseshoe Bay Resort* and a 349-room Horseshoe Bay Resort Marriott Hotel.

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