



HORSESHOE BAY RESORT.

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Colleen Cummins named Director of Membership at Horseshoe Bay Resort

Horseshoe Bay, Texas - May 24, 2007 - Horseshoe Bay Resort today announced the appointment of Colleen Cummins as director of membership for the Resort. Cummins brings more than 10 years experience in the club and resort industry where she gained significant experience in membership and resort sales. She is responsible for improving membership and member relations at the Resort.

Prior to her arrival at Horseshoe Bay Resort, Cummins served as the North Coast Society Manager for ClubCorp in Akron, Ohio. She has also held director of membership positions with Ocean Edge Resort & Club, located on Cape Cod, as well as Daufuskie Island Club & Resort off of Hilton Head Island and Sea Pines Country Club on Hilton Head Island. She gained additional membership sales experience working at PGA West in La Quinta, California as well as The Ritz-Carlton Members Club in Sarasota, Florida. In addition, Cummins worked at Barton Creek Resort & Spa from 2002 until 2004. Cummins is a 1994 graduate of Ohio State University with a Bachelor of Arts degree in Journalism.

Horseshoe Bay Resort President and Chief Operating Officer G. Michael Thomas stated, "Colleen has incredible experience in all aspects of club and resort membership programs and we are thrilled to have her join the Horseshoe Bay Resort team."

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, four swimming pools, a spa and fitness facility, a full-service marina, five dining facilities, 12 tennis courts and a 349-room Horseshoe Bay Resort Marriott Hotel. For more information on Horseshoe Bay Resort, please visit www.hsbresort.com.