



HORSESHOE BAY RESORT.

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Horseshoe Bay Resort Enhances & Expands Outdoor Space to Offer Palm Lawn, Palm Patio & Palm Lounge

New AI Fresco Areas for Mingling & Relaxing

Horseshoe Bay, Texas – Nov. 15, 2010 – Out is in: outdoor cocktailing and gathering, that is. In an effort to continuously enhance its guest experience, maximize the comfortable year-round Texas Hill Country climate, and complement the scenic setting on Lake LBJ, Horseshoe Bay Resort offers a new outdoor venue with three distinct concepts: the Palm Lawn, Palm Patio, and Palm Lounge. An extension of the popular Lantana Bar and Patio, the space includes a candlelit cocktail lounge featuring a cocktail and bottle service menu, and an intimate location ideal for corporate and social events.

“Our team envisioned and created these new venues with our guests’ needs in mind, so they can enjoy an upscale environment that’s available from morning through evening, for a variety of uses,” said Douglas Jaffe, III, chief executive officer. “We consider the Palm Lawn, Palm Patio and Palm Lounge destinations that provide an escape within the resort. The timing of their unveiling, to coincide with fantastic Texas fall weather, is an added bonus.”

The overall vicinity features modern, yet comfortable design, including rattan couches; chairs and tables with plush brown cushions; oversized contemporary white lamps; cooling ceiling fans; richly colored espresso and cream draperies; and palm tree accents throughout.

The Palm Lawn and Patio can be closed off to create an intimate environment for meetings and special events. From receptions under the starlit sky with twinkling candlelight and a glowing fire, to a break-out session on the patio with scenic surroundings, the new space offers even more options for planning a memorable experience at Horseshoe Bay Resort:

Palm Lawn: The lush green landscaping offers views of the resort’s signature water fountains and features an inviting fire pit nestled between two large palm trees. With ample seating and beverage service, the Palm Lawn is perfect to mingle with other guests, or simply unwind. A feature of the lawn area is synthetic grass by SynLawn,[®] the industry leader in artificial surfaces. Designed and installed by Terry Strickland of Texas-based Strickly Green Grass, LLC, the artificial grass creates more sustainable landscaping and a perfectly-manicured look.

Palm Patio: Set beneath Southwestern-style stone columns and archways, visitors can have peace and quiet in this shaded area while overlooking the sprawling lawn. Whether reading the morning paper over a cup of coffee, or meeting with friends for an afternoon drink, the patio is a tranquil daytime retreat, with beverage service available.

Palm Lounge: On weekend nights, the Palm Lawn and Patio transform into a sophisticated outdoor lounge for adults. Evenings at the Palm Lounge will be a haven of relaxed fun, highlighted by expertly-crafted cocktails and a bottle service menu. Soft and dim lighting will complement candlelit lanterns of varying sizes scattered on the floor and walls. The lounge will be open on Friday and Saturday evenings from 7:00 p.m. - 12:00 a.m.

For additional information on Horseshoe Bay Resort, visit www.hsbresort.com or call at 877-611-0112. Follow Horseshoe Bay Resort on Twitter (@hsbresort) and on Facebook: www.facebook.com/HorseshoeBayResort.

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. In addition, a highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock, is currently under development. 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, 16 adult tennis courts, and three USTA-sponsored kids' tennis courts. Accommodations include 249 hotel rooms and suites within the Horseshoe Bay Resort Marriott Hotel, the adjacent Paseo Vacation Apartments and 50 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 lighted runway.

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

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