



TURKS & CAICOS SPORTING CLUB
BRITISH WEST INDIES

GREENBRIER SPORTING CLUB
WHITE SULPHUR SPRINGS, WEST VIRGINIA

SNAKE RIVER SPORTING CLUB
JACKSON HOLE, WYOMING

DPS Sporting Club Development, LLC Expands Media Presence into Television

NEW YORK CITY- N.Y., (March 5, 2008) - DPS Sporting Club Development, LLC, luxury developers of world-renowned residential sporting communities in historic locations, is making the move to the small screen. The award-winning international developers of The Greenbrier Sporting Club in White Sulphur Springs, W.Va., Turks & Caicos Sporting Club at Ambergris Cay in British West Indies and Snake River Sporting Club in Jackson Hole, Wyo., increases its media presence by expanding into television.

Consistently at the forefront of the luxury real estate development industry, DPS Sporting Club Development recently launched the longest private, paved airstrip in the Caribbean (5,700 feet) at Turks & Caicos Sporting Club at Ambergris Cay, and recently announced an entirely eco-friendly green neighborhood, Green Homes at The Greenbrier, at The Greenbrier Sporting Club, launching this Spring. The print industry, historically the main medium for luxury brand advertising, is seeing a newfound competitor in broadcast. Luxury brands are now expanding to television to complement their advertising and marketing campaigns. According to a February 2008 article in Advertising Age, luxury brands worldwide are seeking new means of expanding brand awareness, and global retailers such as Chanel, Louis Vuitton and Jimmy Choo have already devised and produced plans to infiltrate the broadcast market.

"DPS Sporting Club Development is a brand that is defined by the epic environments, unique experiences and enriching relationships fostered by our communities," says Robert Rippee, Chief Marketing Officer, DPS Sporting Club Development. *"We consider our marketing to be just one of those unique "well-played" experiences, consequently we have moved to rich multi-media campaigns to communicate the promise made by this incredible brand. Broadcast is simply one aspect of this strategy and represents yet another example of how DPS Sporting Club Development further differentiates itself from the pedestrian communications and hype so prevalent in media."*

DPS Sporting Club Development is one of the few development companies leading this trend of elevated visual expression through expanding their advertising hold into television. Based on in-house research, DPS Sporting Club Development has selected networks that target the luxury audience at touch points most open to the DPS Sporting Club Development proposition of a *Life, Well Played*. The 30-second multi-property commercial targets an educated audience leading luxurious, active lifestyles with a focus on travel.

The commercial features breathtaking imagery of the three DPS Sporting Club developments and their world-class outdoor pursuits and amenities, played amidst a musical backdrop provided by jazz legend Wycliffe Gordon. Gordon is rapidly becoming one of America's most persuasive and committed music

educators, currently serving on the faculty of the Jazz Studies Program at the prestigious Juilliard School. Gordon performs hard-swinging, straight-ahead jazz for audiences worldwide, and offered his rhythmic talents to create an original score for the *Life, Well Played* commercial. He is the youngest member of the U.S. Statesmen of Jazz and currently serves as a musical ambassador for the U.S. State Department. His music has received critical acclaim through national honors including the Jazz Journalists Association Award for Trombonist of the Year as well as the Jazz Journalists Association Critics' Choice Award for Best Trombone.

"The creation of a multi-sensory campaign showcasing the natural, preserved beauty of our properties coupled with an original score from Wycliffe Gordon is a progressive step and perfectly illustrates "Life, Well Played," says Peter Pollak, Managing Partner, DPS Sporting Club Development, "the unique philosophy at the core of DPS Sporting Club Development."

In the next month, DPS will run the commercial nationally as well as in select cable markets. The 30-second spot will run on networks such as Fox News, CNBC, CNN, MSNBC, Bloomberg, Fox Business News, HLN and The Weather Channel. The *Life, Well Played* multi-property spot will air nationally to viewers of DirectTV, as well as 1,954 times in highly select local markets on CNBC, Fox News and HLN. The commercial begins its run on March 3, 2008 and will air for one month.

DPS Sporting Club Development Company, LLC, develops private, environmentally sensitive, single-family residential sporting communities on historic and unique properties, with a commitment to preserving the distinct character of each location. These clubs are managed by DPS Management Company, the exclusive service provider for the renowned Greenbrier Resort & Club Management Company, combining world class services, amenities and outdoor pursuits for all ages and skill levels. The award-winning DPS Sporting Club Collection includes The Greenbrier Sporting Club, White Sulphur Springs, W. Va.; Turks & Caicos Sporting Club at Ambergris Cay, British West Indies; Snake River Sporting Club, Jackson Hole, Wyo.; The Ford Plantation, Savannah, Ga., and Deep Water Cay Club, The Bahamas.
Life, Well Played!

Visit DPS Sporting Club Development, LLC at www.dpsdevelopment.com
and www.lifewellplayed.com

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