The Cliffs at Keowee Springs Takes Shape

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Strong company focus on a new neighborhood, buyer interest, and sales fuel new amenity plan

LAKE KEOWEE, S.C. – The youngest of The Cliffs' three communities on Lake Keowee – The Cliffs at Keowee Springs – is on an accelerated development schedule, thanks to leadership focus and support in bringing on new waterfront properties to sell, a healthy economy, and strong buyer interest. With a successful release event held in early May for Dockside at Keowee Springs – the community's new waterfront neighborhood – The Cliffs is now poised to

introduce a series of new master planned amenities at Keowee Springs.

Kent Smith, The Cliffs Senior Vice President of Sales, stated, "Our unveiling weekend for Dockside allowed us to roll out the updated amenity plans for Keowee Springs, while giving families from across the country a taste of what life is really like here. We entertained a variety of families from states as far away as Texas. Of course we looked at properties and wrote contracts, which was exciting, but even more so was the ripple effect the event and our sales and marketing efforts have had throughout the Keowee Springs community. Those have allowed us to introduce an amenity plan to the membership that will elevate the community to a whole new level of lakefront living."

Clustered amenity plan speaks to company's mission to create endless memories

The amenity plan for The Cliffs at Keowee Springs incorporates a creative clustered amenity concept that features facilities in a more intimate village-style setting that directly reflects The Cliffs' mission to create a community culture of genuine relationships and lasting memories.

Additionally, the cluster amenities align with The Cliffs' strategic business goals for long-term success and stability of all seven communities. Tom Fazio, designer of Keowee Springs' 18-hole championship golf course, stated: "This is an exciting time for The Cliffs. They are right on target with what today's buyer is looking for."

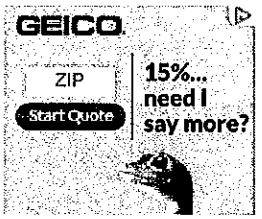
The new amenities at Keowee Springs are designed to create greater social interaction among members and guests and provide the greatest opportunity for efficiency and flexibility for future expansion. Developed in phases, the plan is initially focused on dining and golf-related facilities. Overlooking the practice area and 18th green of the award-winning Tom Fazio championship golf course will be a Clubhouse with dining facilities, meeting space, locker rooms with showers, cart storage, and a Cliffs Storehouse (The Cliffs' evolution of the golf/pro shop into a lifestyle store). With preliminary designs already in hand, construction documents for The Cliffs at Keowee Springs Clubhouse are anticipated being complete in early 2016.

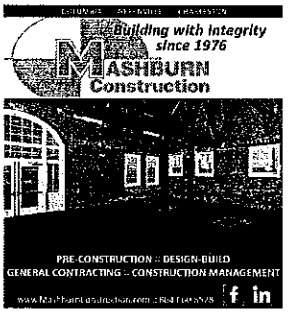
Subsequent phases of the core amenity complex will include a Wellness Center complete with an indoor pool, spa and tennis courts. Additional amenities planned for Keowee Springs incorporate an outdoor gathering space, pavilion and gardens located at the Keowee Springs Overlook site, which is the highest point on the property, offering panoramic views of Lake Keowee, and a shelter structure with picnic space and restrooms located at the community's marina site.

The Cliffs at Keowee Springs spans 1,500 acres on the shore of Lake Keowee and is a 15-minute drive to Clemson, South Carolina – home of top-ranked Clemson University – and only forty-five minutes from nationally acclaimed Greenville, South Carolina. The community was introduced in 2004 and is located in Six Mile, South Carolina. Current amenities include the Beach Club that offers two pools, slides, kayaks and paddleboards; The Porch that includes a fitness studio, member lounge, and golf shop; and Lee's Carolina Smokehouse and Market.

Interested parties can learn more about Dockside at The Cliffs at Keowee Springs by visiting

www.cliffsdockside.com or by calling its Lake Keowee Sales Office at (866) 411-5769.







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