

Briar's Creek Enlists Intra-Focus as Agency of Record

Top-rated private golf course selects real estate marketing firm for services.

Johns Island, South Carolina – April 16, 2007

The Golf Club at Briar's Creek announced today that they have selected Intra-Focus, Inc. to provide sales and marketing services for their private golf club and community. In this capacity, Intra-Focus will provide the club's strategic marketing plan, brand enhancements, demand generation campaigns and execution of real estate sales.

The Golf Club at Briar's Creek is an exclusive gated community offering estate homesites and private golf for a limited number of families. The 900 acre development features approximately 120 estates, sized from 1 to 7 acres, as well as a Rees Jones-designed golf course. Located on Johns Island, just minutes from Charleston and Kiawah Island, the community is also an Audubon Signature Sanctuary. After being named "The Best New Private Course of 2002" by *Golf Digest* the course is now ranked in the Top 100 courses in America by *Golf Digest* and *Golf Magazine*. Most recently, *Golf Magazine Living* named the club in its "25 Best Courses You Can Live On."

In addition to world-class golf course and club amenities, Briar's Creek is also offering a rare ownership opportunity in their private-gated community. With such a limited number of estate home sites sharing the spacious property, every home will enjoy secluded space among centuries-old Live Oaks and protected wetlands.

As agency of record for The Golf Club at Briar's Creek, Intra-Focus will assume responsibility for increasing national peer and consumer awareness of the club's unique offering of club memberships and private estate homesites, as well as providing managed real estate sales services for the development. In this capacity, the full-service marketing agency will develop a branding and marketing strategy designed to solidify this community as the finest private golf course community in the country. Additional services include the creation and distribution of demand-generation campaigns designed to attract new residents and club members from the US and international markets.

"We are extremely excited about having the Intra-Focus team on board," said Steve Koenig, founder and developer of Briar's Creek. "Their expertise in marketing and selling high-end real estate along with their stellar client references led us to select them from a wide pool of potential firms."

Will Furrer, President of Intra-Focus, explained, "This truly is a unique property, and we're honored to be a part of such an incredible project. The combination of



an award-winning Rees Jones golf course, the sought after Charleston Lowcountry lifestyle and a land plan that creates unique estate living opportunities for discerning families does not exist anywhere else. Add to that the setting on the banks of Briar's Creek and Kiawah River with literally a thousand Grand Oaks providing a canopy affect and you have a rare opportunity worthy of consideration by those who can live anywhere."

About Briar's Creek

Private golf and estates precisely designed and skillfully maintained for a limited number of truly selective families. This quiet retreat of just 120 estate homesites and one Rees Jones masterpiece encompasses more than 900 acres of Johns Island Lowcountry. Only minutes from Charleston, Briar's Creek is a rare opportunity to live graciously among centuries-old Grand Oaks, a wildlife and bird sanctuary, and pristine Kiawah River vistas.

For more information on golf and life at Briar's Creek, call (800) 986-0966 or visit www.briarscreek.com today.

About Intra-Focus

Intra-Focus is a [full-service marketing company](#) that integrates art and technology to deliver traditional and Internet marketing solutions. Leveraging marketing expertise and trend setting creativity, Intra-Focus helps its clients build brand strategy and market presence that generate qualified demand and quantifiable results. Intra-Focus provides innovative as well as traditional marketing solutions to businesses ranging in size from start-up to Fortune 500.

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