

# EXECUTIVE GOLFER

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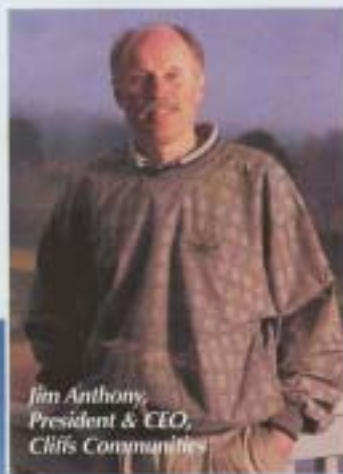


THE CLUB AT BLACK ROCK, COEUR D'ALENE, IDAHO

# ONCE UPON A TIME THEY MINED THE BLUE RIDGE MOUNTAINS FOR GEMS. WE'VE DISCOVERED FIVE OF THEM.

*The Cliffs Communities are five stunning communities that inhabit the Blue Ridge Mountains, traversing the lush landscape between Asheville, North Carolina, and Greenville, South Carolina. Each community is within a short drive of another but is as diverse and beautiful as the mountains themselves.*

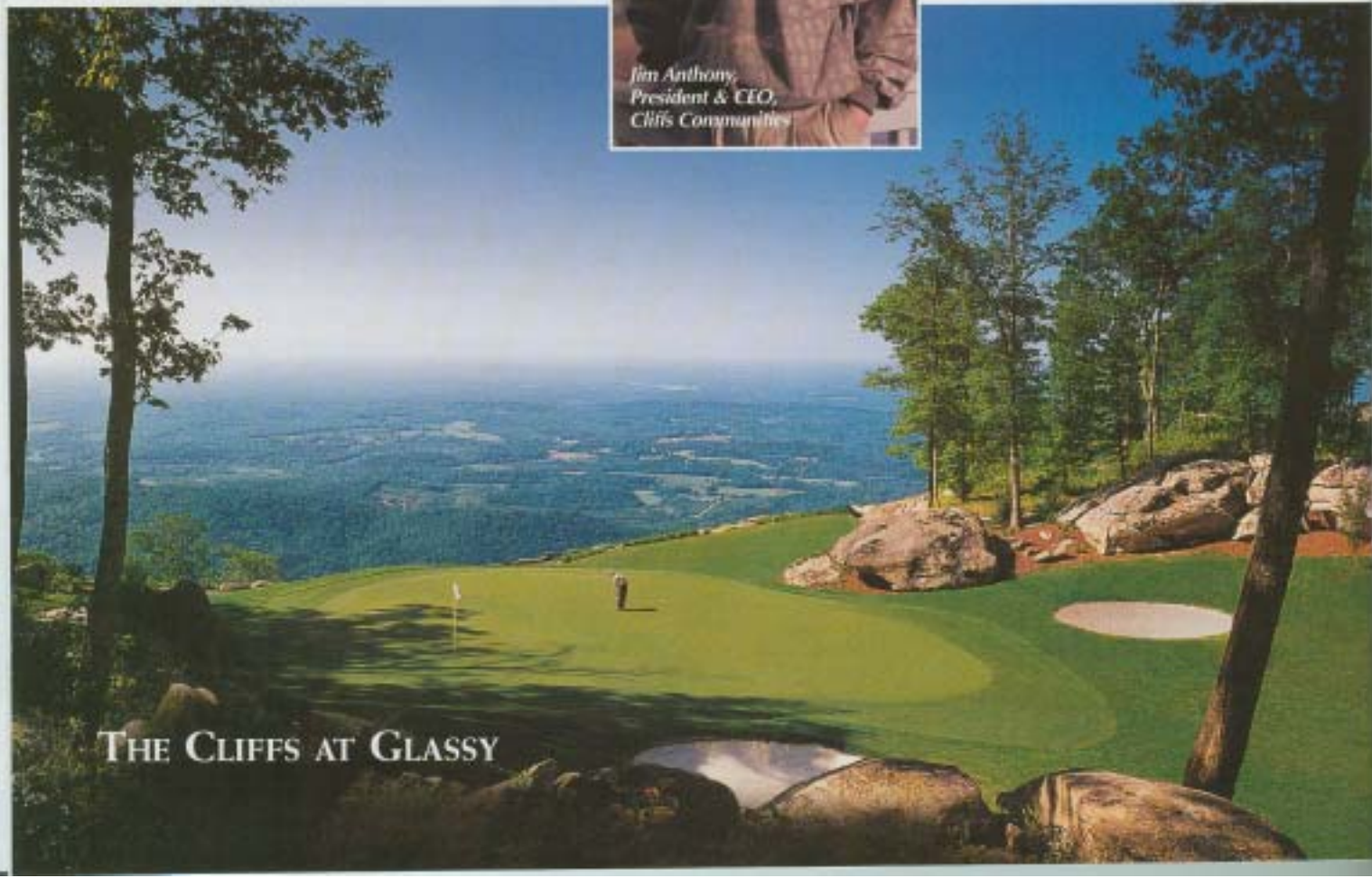
**O**NE OF THE GEMS IN THE STRING OF NOTABLE CLIFFS Communities has the distinction of being the only gated community in the charming city of Asheville, North Carolina. The Cliffs at Walnut Cove is situated on approximately 1,000 acres of breathtaking terrain bordered to the north by the Blue Ridge Parkway and to the west by the Pisgah National Forest. While walking along the hills of this rolling meadowland and gazing at the mountain ridges that surround it, it is hard to believe you are only minutes away from downtown Asheville (renowned as a vibrant arts/crafts community for hundreds of years) and the Asheville Regional Airport. Walnut Cove will feature a Jack Nicklaus Signature Golf Course, opening spring 2005, where every challenging turn promises to celebrate the beauty of its surroundings. The southern exposure of this course will allow for year-round play. Adding to the unique charm and atmosphere will be a club village reminiscent of the Village of Pinehurst.



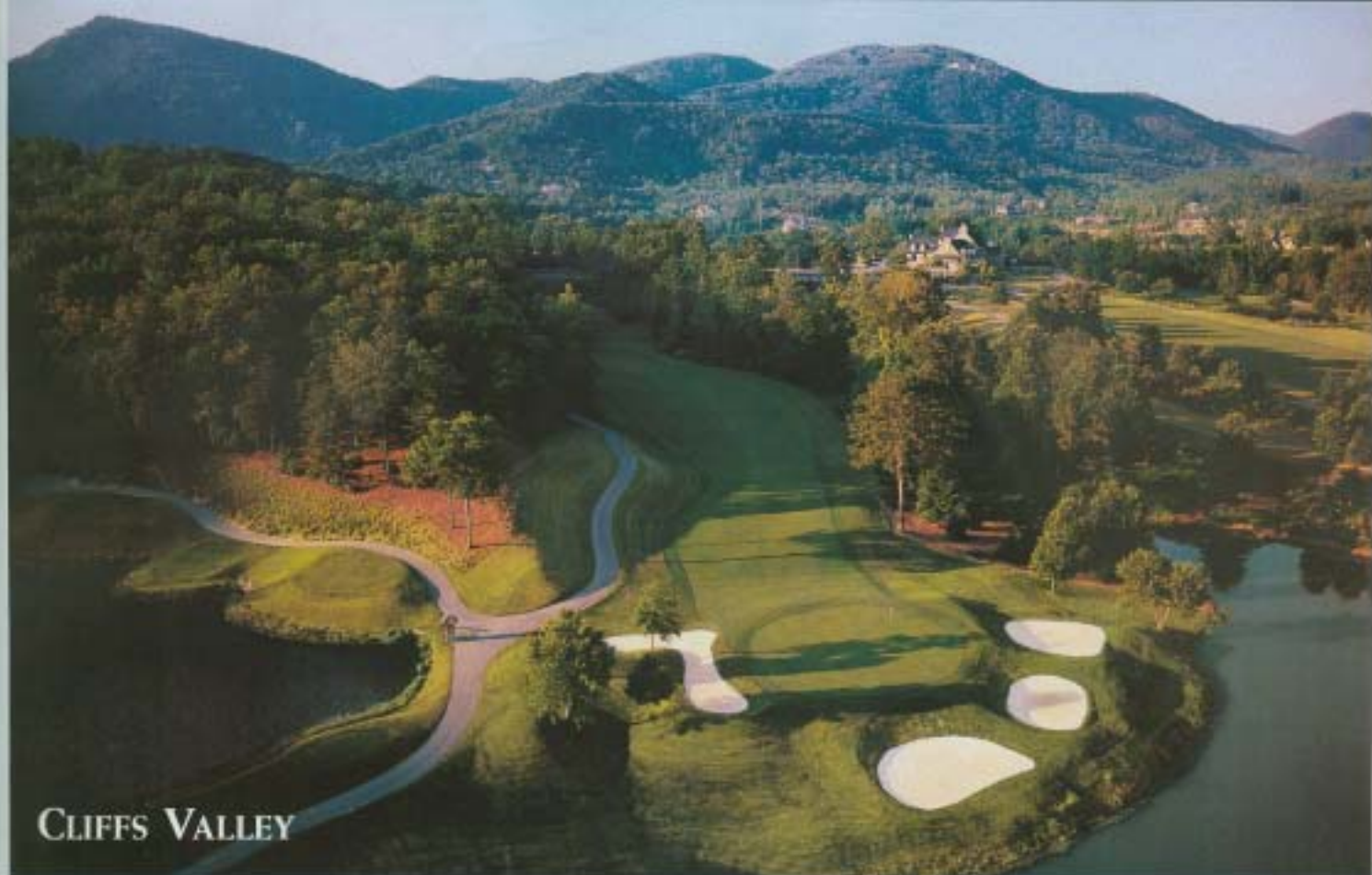
*Jim Anthony,  
President & CEO,  
Cliffs Communities*

## **THE CLIFFS AT GLASSY**

The first Cliffs Community, The Cliffs at Glassy, founded by Cliffs President and CEO Jim Anthony in 1988, covers 3,500 acres at the top of a 3,000-foot plateau on Glassy Mountain, in



**THE CLIFFS AT GLASSY**



## CLIFFS VALLEY

Landrum, South Carolina. This stunning property offers 75-mile panoramic views and boasts the only mountaintop golf course in South Carolina. The course, designed by Tom Jackson, was rated the "fourth most beautiful golf course in the nation" by *Golf Digest* behind Cypress Point, Pebble Beach, and Augusta National.

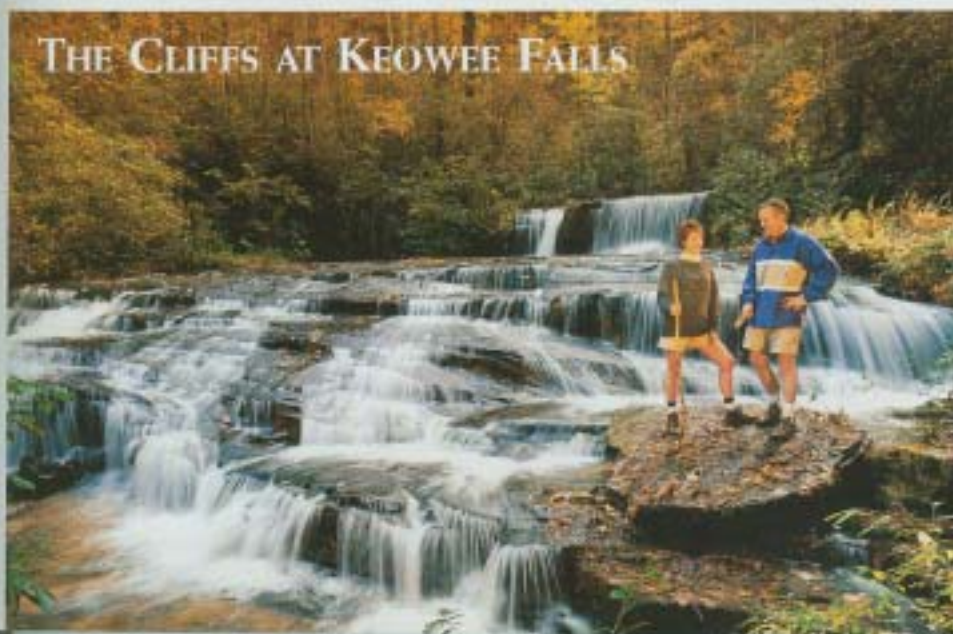
### CLIFFS VALLEY

Cliffs Valley is located in a verdant valley at the leading edge of the Blue Ridge Mountains, just 25 minutes from the burgeoning community of Greenville, South Carolina, yet surrounded by thousands of acres of forest protected by The Nature Conservancy. Yes, this is what

they mean by having your cake and eating it too. Ben Wright's British-Links style course debuted among the nation's "best new courses" and today is home to the most popular PGA Nationwide Tour tournament of the year: the BMW Charity Pro-Am at The Cliffs. This event has raised more than \$1 million for local charities and has attracted celebrities like Kevin Costner and golf luminaries like Jack Nicklaus.

### THE CLIFFS AT KEOWEE VINEYARDS

The third highly acclaimed Cliffs golf course can be enjoyed at The Cliffs at Keowee Vineyards. Here, Tom Fazio created a masterpiece of play, ranked seventh among the best new private courses in the nation. Nine holes are directly on Lake Keowee, five offer spectacular mountain views, and the 13th through the 17th run adjacent to state park wilderness. This community is anchored by Lake Keowee and Lake Jocassee, two of the most pristine lakes in the Southeast. Residents enjoy all types of water sports here, and are able to take advantage of the full-service marina, boat rentals, ship store, private white sand beach and uncrowded waters year-round. *(continued)*



## THE CLIFFS AT KEOWEE FALLS



*The 17th hole at The Cliffs at Keowee Vineyards.*

### THE CLIFFS AT KEOWEE FALLS

Keowee Vineyards' sister-community, The Cliffs at Keowee Falls, combines 2,500 acres of thriving forest with nearly twenty miles of shoreline accented by sparkling waterfalls. This community will also feature a Jack Nicklaus Signature Golf Course sure to be lauded as one of his best. Residents of Keowee Falls will also enjoy convenient access to nearby Lake Jocassee, a 7,500-acre lake, with 90 percent of its shoreline protected against future development, ensuring it will remain pure and unspoiled for years to come.

By now, you are more than likely trying to decide which community interests you most. That's the beauty of The Cliffs; no matter where you choose to make your home, you will be able to enjoy the diverse landscapes and extensive array of amenities of all five Cliffs Communities. Their exceptional reciprocity program makes it simple. Live in one community, play in all five. This is truly what sets The Cliffs apart from any other community you will find. Only here could you play golf atop a mountain in the morning and a short drive later, go waterskiing in the afternoon. Meanwhile, the kids could be on a nature hike with the resident naturalist. And if your partner chooses not to join you on the links, they could be enjoying any number of luxurious spa treatments offered or working out in one of The Cliffs' fully-equipped fitness centers.



*Keowee Equestrian Center*

### EQUESTRIAN CENTER

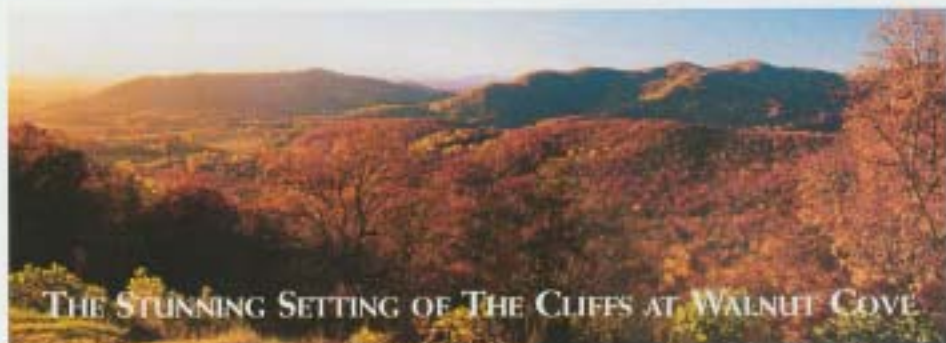
As good as the golf is within The Cliffs Communities, it is but one of the many opportunities for outdoor recreation. As well as the water-sports mentioned previously, construction on the new Equestrian Center at The Cliffs at Keowee Vineyards has just been completed. A stunning post and beam barn offers a rustic setting for an array of community activities along with top-notch boarding and farrier services. The competition and training rings and professional instructors will accommodate riders of all levels and styles. Twelve miles of riding trails on Cliffs' property adjoin 40,000 acres of state park land at Jocassee Gorges, which offers 200 miles of additional riding trails. This type of wide-open riding through some of the most scenic terrain in the Southeast

is the envy of many a rider not fortunate enough to call The Cliffs home.

One cannot experience The Cliffs without seeing evidence of the philosophy that guides their growth. The Cliffs Communities were created with a primary focus: the land comes first and remains the first priority. Mr. Anthony goes to extraordinary lengths to preserve the environmental integrity and natural beauty of the land. Driving the selection of various amenities is Jim Anthony's personal commitment to the wellness of mind, body and spirit, and his sincere desire that each resident of The Cliffs reach their full potential physically, mentally and spiritually. Nowhere is that more evident than in the design of The Cliffs' outdoor recreation areas, nature trails and Wellness Centers.

### CLIFFS WELLNESS CENTERS

The Wellness Centers are the cornerstones for Cliffs Wellness. The program is designed and managed by industry experts. Their expertise in preventative wellness programs, personalized fitness and nutrition programs and the use of ground-breaking therapies add another dimension to life at The Cliffs. Individual and group programs, including water aerobics, yoga, tai chi, spinning and Pilates classes are also available. Professional spa services range from deep tissue mas-

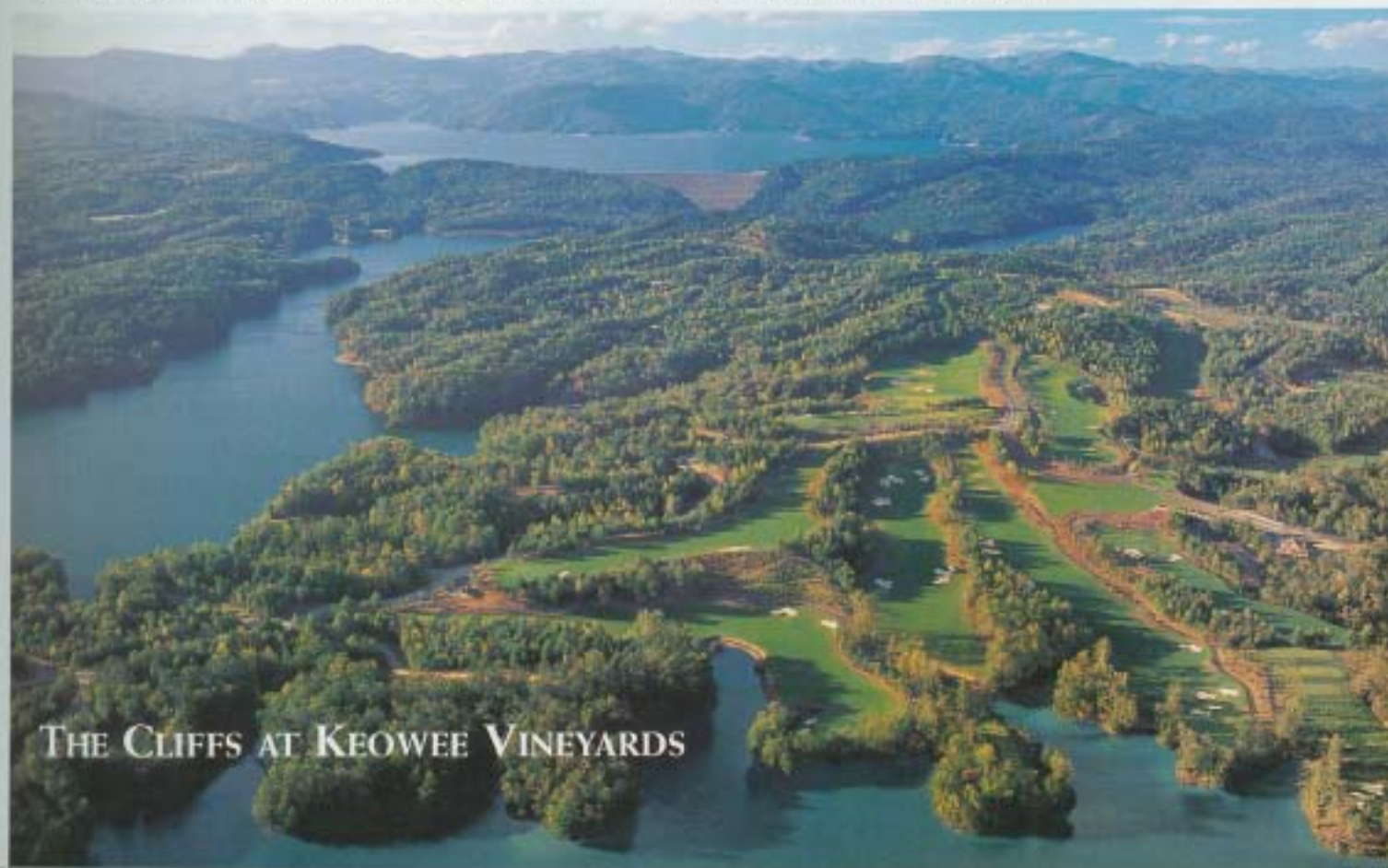


THE STUNNING SETTING OF THE CLIFFS AT WALNUT COVE

sage to facials, aromatherapy, and pool-side manicures.

Perhaps the most impressive statistic regarding The Cliffs is not the yardage of the courses, or the number of new people discovering The Cliffs, or the seemingly endless array of activities to enjoy, but the fact that they are surrounded by over one million acres of protected forest, including 14 state parks and 26,000 acres of some of the clearest lakes you will ever see. Ultimately, nature provides residents of The Cliffs infinite opportunities to enjoy the striking beauty of the Carolinas—on and off the golf course.♦

*For more information about the five premier communities featured in this story, please mail the attached information card; or write to The Cliffs Communities, 15 Fair Green Lane, Travelers Rest, South Carolina 29690-4080; or please phone (800) 884-2958, ext. 5401, Monday through Saturday between 8:30-5:30 P.M., Eastern time.*



THE CLIFFS AT KEOWEE VINEYARDS