



FOR IMMEDIATE RELEASE

**The Cliffs Communities, Inc. Adds New Talent to Support Sustained Growth
Company's 30+ Member Management Team is a Powerhouse
with over 600 Years of Combined Experience**

TRAVELERS REST, SC, February 6, 2004 – The Cliffs Communities, Inc. announced today that, to support its ever growing enterprise, the Company has added five new positions and has promoted several key members of management. The Cliffs Management Team now numbers 31 individuals with over 600 years of combined professional experience. The Company currently employs 450 associates, many of whom have been hired within the past three and a half years in line with rising operational demands and project development needs.

New Hires

Justin Winter

Senior Executive, Planning & Development

Mr. Winter is responsible for overseeing and coordinating the planning of land development and construction processes and activities across the Company. He comes to The Cliffs from having spent the last twenty years as Founder and President of Can-Sling/DBI Canada Ltd., a company that, under his leadership, became Canada's largest manufacturer of height safety and synthetic sling lifting equipment. Mr. Winter's expertise runs the gamut from management, operations, and administration to sales and marketing. In addition to his professional commitment to The Cliffs, Mr. Winter is a full-time resident of The Cliffs at Keowee Vineyards.

Nate Weyand

Senior Director of Administrative Services

Mr. Weyand is responsible for overseeing the Human Resources, MIS, and Corporate Communications departments as well as providing daily operational management of The Cliffs' Wellness Centers. His background includes administrative management within a variety of health care organizations, including most recently Sage Company, Inc. located in Clearwater, Florida, where he lead a team of twelve departments comprised of a staff numbering over 170 people. Mr. Weyand's multi-faceted expertise includes regulatory compliance, financial analysis, cost control, and performance improvement.

Jamie Massey*Director of Corporate Communications*

After a three-month period as a consultant to The Cliffs, Ms. Massey has joined our staff permanently as the Director of Corporate Communications. She is responsible for coordinating many types of communications for the Company, managing media relations, generating and issuing company announcements, and developing project-specific collateral. Prior to joining The Cliffs, Ms. Massey spent four years in Manhattan working on executive-level projects, investor relations, and select corporate communications, most recently for Martha Stewart Living Omnimedia, Inc. Before her work in communications, Ms. Massey held positions in the legal community, including service in the private, public, and non-profit sectors. A native of Greenville, South Carolina, she obtained her undergraduate degree from the South Carolina Honors College at The University of South Carolina and is currently joining both the state and national chapters of the Public Relations Society of America.

Libby Zorbas*Cliffs Residential Specialist*

Libby Zorbas has been a realtor in Massachusetts gaining experience in listing and selling residential property. Ms. Zorbas practiced real estate as a broker in Cape Cod, Massachusetts, before moving into the corporate world. Most recently, she was the Managing Director of St. Paul Reinsurance Company's Asian Operations based in Singapore. In that role, Libby directed finance and operations as well as all sales and marketing efforts throughout the region. Ms. Zorbas obtained her MBA from The University of Houston. In addition to her professional commitment to The Cliffs, Ms. Zorbas has been a full-time resident of The Cliffs at Keowee Vineyards.

Judy Sullivan*Cliffs Residential Specialist*

Judy Sullivan has been in the real estate business for over twenty years, during which time she was licensed to sell real estate in eight different states, obtained her broker license, and operated her own real estate firm in Georgia. While involved in resort sales in Florida, she served as a builder representative for custom homes and a marketing specialist for resale homes. Following her resort sales, Ms. Sullivan joined a national corporate relocation company where she developed and managed programs for various global corporations and their executives. Ms. Sullivan obtained her undergraduate degree in business from the University of South Carolina and graduated from Berkeley Business School. In the past, she has taught business courses at Aiken Technical School in Aiken, South Carolina, and has, most recently, continued her education through additional real estate law courses, participated in courses to obtain her Residential Specialist Certification and earned her certification for real estate appraiser from the State of Wisconsin. In addition to her professional commitment to The Cliffs, Ms. Sullivan is a full-time resident of The Cliffs at Keowee Vineyards.

Promotions

Scott Taylor

Senior Financial Director

Scott Taylor, who joined The Cliffs Communities in the fall of 2001 as Controller, has been promoted to the position of Senior Financial Director, and is responsible for the maintenance and implementation of finance and tax structures to meet the Company's current and long-range plans. Mr. Taylor entered the real estate industry in 1997 upon joining Insignia Financial Group. During his tenure with Insignia, he managed projects in acquisition due diligence, corporate mergers, SEC and internal reporting, and system development and was an integral team member surrounding AIMCO's acquisition of Insignia in 1998. Before real estate, Mr. Taylor spent five years in the textile industry working as the Internal Audit Director for Mount Vernon Mills. He began his career with the public accounting firm of Deloitte & Touche subsequent to obtaining his undergraduate degree from Bob Jones University. A native of Greenville, Mr. Taylor is a Certified Public Accountant in the State of South Carolina.

Harris Robinson

Controller

Harris Robinson, who joined The Cliffs Communities in September 2002 as Assistant Controller, has been promoted to the post of Controller. As Controller, he directs the Company's accounting functions, including establishing and maintaining accounting principles, practices, procedures and initiatives. In addition, Mr. Robinson prepares financial reports and analyses and presents findings and recommendations to upper management. Prior to joining The Cliffs, Mr. Robinson built his career in finance by serving seven years at the public accounting firm of KPMG. A native of Hilton Head, South Carolina, Mr. Robinson obtained his undergraduate degree from The University of South Carolina's Moore School of Business. He is currently a member of the national AICPA and state SCACPA and is a Certified Public Accountant in both South Carolina and North Carolina.

Mary Kasunick

Director of Human Resources

Mary Kasunick, who joined The Cliffs Communities in 2003 as Human Resources Administrator, has been promoted to Director of Human Resources. Ms. Kasunick has twenty years of human resources management experience in the service and technological industries. Prior to joining The Cliffs, Ms. Kasunick served as a Corporate Recruiter with Kyrus Corporation and the Human Resources Manager for Right Source, both business partners to IBM. For the preceding eleven years, she served in human resources management positions with Uptons Department Stores. Ms. Kasunick obtained her undergraduate degree in business from Winthrop College.

About The Cliffs Communities, Inc.

Founded in 1991 by James B. Anthony, The Cliffs Communities, Inc. is devoted to the sensible development of luxury residential communities and other properties, within the United States and around the world, in accordance with a philosophy of protecting the integrity of pristine environments while offering its residents and members the very best lifestyle provisions and amenities. The Cliffs' domestic properties include five premier, private master-planned residential

communities located along the leading edge of the Blue Ridge Mountains between Asheville, North Carolina and Greenville, South Carolina, collectively bordered by over one million acres of national forests and state parks: on the mountaintop at The Cliffs at Glassy, Cliffs Valley, lakeside at The Cliffs at Keowee Vineyards and The Cliffs at Keowee Falls, and in scenic meadows at The Cliffs at Walnut Cove. For additional information on The Cliffs Communities, call 1-800-884-2958 or visit The Cliffs' Web site at www.cliffscommunities.com.

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