

***For immediate release***

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**Cliffs Communities names Echelon as Sales and Marketing Partner**

Real Estate developer, Jim Anthony, announced today that he will retain the services of Echelon Sales, a Florida based consulting company that specializes in the resort and private club real estate industry, to handle the sales and marketing of the Cliffs Communities in North and South Carolina, including the new **Tiger Woods** designed golf course near Asheville, North Carolina.

The Cliffs Communities is a collection of eight luxury golf and wellness-focused private clubs in the Carolinas, stretching from Greenville, South Carolina to Asheville, North Carolina. The newest addition, The Cliffs at High Carolina in Asheville, North Carolina, will feature the first Tiger Woods designed golf course in the United States. “We are excited about our upcoming inaugural property release at High Carolina later this fall” noted Jim Anthony, “and having Echelon as our sales and marketing partner gives us even greater confidence that our first property release will be a success.” The Cliffs at High Carolina will feature long-range mountain views with elevations up to 4,000 ft.

Tiger Woods’ design will bring The Cliffs’ line-up of championship courses to eight, with such noted designers as Jack Nicklaus, Tom Fazio, Gary Player and Tom Jackson. The amenities at the Cliffs Communities are accessed by one membership, prompting CNBC to name the Cliffs Communities as the “Best Development in the US” and “The World’s Best International Development.”

”We chose to partner with Jim Anthony and the Cliffs because they have an unmatched reputation for building quality communities that focus not only on premier amenities, but on the overall wellness and quality of life of their property owners” said Wilson Greene, President of Operations for Echelon Sales.

The Cliffs Communities will also be unveiling another golf course early this fall, as the Cliffs at Keowee Springs will open its Tom Fazio lakefront golf course on September 6<sup>th</sup>. Built on the shores of pristine Lake Keowee, the community will also feature a 54,000 sq. ft. Wellness Center & Spa and a full-service marina. “When you look at the commitment to not only the quality of the golf course, but the quality of the entire amenity offering at Keowee Springs, it’s clear that Jim Anthony and the Cliffs team are dedicated to an overall life-enhancing experience” noted Jim Matoska, Principal of Echelon Sales. “We’ve been in this industry for two decades and know that this is a rare opportunity--we feel truly honored to be a part of the Cliffs Communities.”

**About The Cliffs Communities**

Founded in 1991 by Jim Anthony, The Cliffs Communities is devoted to the sensible development of residential communities and other properties, within the United States and around the world. The Cliffs' domestic properties include eight premier, private master-planned residential communities located in the heart of the Carolina Preserve between Asheville, NC, and Greenville, SC, collectively bordered by hundreds of thousands of acres of national forests and state parks in the Blue Ridge Mountains. Ownership in any one of The Cliffs' eight communities carries the exclusive opportunity to become a Cliffs' Member, with privileges that include access to The Cliffs' international properties stretching from the marine preserves off the British Columbia coast to the virgin shoreline of Patagonia, Chile and the beaches and reefs of the private island of Cornish Cay in the Abacos, Bahamas. The Cliffs offers homesites from \$300,000 to over \$3,000,000 and custom homes from \$700,000 to over \$5,000,000. For more information, contact The Cliffs at (877) 254-3371 or visit [cliffscommunities.com](http://cliffscommunities.com).

### **About Echelon Sales**

Echelon has established a reputation as a leader in the marketing and sales of luxury resort and private club communities. Echelon has managed the sales and marketing for some of the premier resorts and private clubs in North America and the Caribbean. Over the last decade, Echelon has helped developers sell more than 10,000 properties totaling \$5.5 billion. Echelon has offices in Orlando, Florida and Wilmington, North Carolina. For more information, visit [www.EchelonSales.com](http://www.EchelonSales.com).