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THE HOFFMAN GROUP REPORTS \$125 MILLION IN SALES FROM THREE RECORD-BREAKING PROPERTIES

Marketing Trendsetters Sell Out Area's Newest Oceanfront Condominium Resorts During May

Myrtle Beach, S.C. -- The Hoffman Group, Myrtle Beach's premier oceanfront condominium sales and marketing firm, today announced the record-breaking sellout of three oceanfront hotel conversion properties with sales totaling \$125 million. Condominium units in The Monterey Bay Suites Resort at 6804 North Ocean Boulevard, the Landmark Hotel at 1501 South Ocean Boulevard and the Caribbean Suites Resort 3000 North Ocean Boulevard, were all offered simultaneously in a pre-reservation lottery.

These sales numbers come on the heels of The Hoffman Group's previously record sell out of the Breakers Boutique Resort, which they opened for pre-purchase reservations in November 2004. Brisk sales resulted in the entire Breakers property, which will have 141 units, selling out in just 10 days.

"These new units were released in a private offering due to the overwhelming response we have been receiving for our conversion properties," said Hoffman. "We wanted to give potential buyers who were not able to reserve a unit at the Caribbean Oceanfront Resort the first chance at our latest offerings and with these units also selling out in record time as well, it reinforces that oceanfront real estate along the Grand Strand is the most in-demand real estate currently available."

The Hoffman Group was launched in 1984 and has since grown to be one of the Southeast's premier oceanfront condominium sales and marketing firms. The group's concentration is along the sixty-mile stretch of premium oceanfront property along the Atlantic Ocean, known as the Grand Strand of Myrtle Beach, South Carolina. The Hoffman Group specializes in taking family-owned properties and hotels and working closely with developer clients to guide them in "sellable" properties. During the past twelve months, The Hoffman Group has sold more than 1,000 redevelopment condo units. Since 2003, The Hoffman Group has generated nearly an equal number of new construction presale transactions with gross aggregate sales volumes approaching \$500 million. The Hoffman Group has 15 convenient on-site Resort Sales Offices along Ocean Boulevard in Myrtle Beach to serve current and prospective clients and buyers and to make sure that each Hoffman experience is second to none.

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SALES & MARKETING BY:


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