



CRAIG RANCH IN MCKINNEY, TEXAS

March 12, 2010

Mad Mag Development Buys 24 Acres in Craig Ranch Company to Develop Resort-Style Senior Living in McKinney

(McKinney, TX) Craig International and Mad Mag Development announced today the purchase of 24 acres in Craig Ranch (www.craigranchtx.com) to develop a resort-style senior living project. Tuscarora at Craig Ranch will be the first full-service Continuing Care Retirement Community (CCRC) in Collin County that offers senior living services from independent to assisted living.

“We are proud to officially welcome Tuscarora to Craig Ranch,” said David Craig, Founder and developer of Craig Ranch. “We’ve been working to finalize this deal for two years. In an environment where projects are being scrutinized more than ever, it is a real testament to our team and Tuscarora that we made it over the finish line in this economy. I especially applaud the perseverance that Jeff Yates showed in making this deal come together.”

Tuscarora will primarily focus on independent living with 165 apartments and 24 villas. It also features an onsite healthcare facility, which will include assisted living, skilled nursing, rehabilitation and memory care units. A commons building will house a senior fitness facility and day spa, swimming and therapy pools, a medical clinic, therapy/rehab facilities, and senior related retail including audiology, optometry and pharmacy. It will also include a Community Commons with restaurants, retail shops, a dry cleaners and a bank.

“When seniors see our concept, they say, ‘we never dreamed we could live like this,’” said Jeffery C. Yates, President and CEO of Mad Mag Development. “We want to surround our residents with ways to stay active in life along with the best medical care. Tuscarora is unique in that we have some of the best physicians in the region investing in the facility and being part of Craig Ranch gives our residents access to all of its state-of-the-art amenities.”

Life Care Services (www.lcsnet.com), an industry leader in the management of senior living facilities, will develop, manage and operate Tuscarora. Life Care currently manages more than 100 communities across the country and focuses on high-end senior communities.

Yates says construction is scheduled to begin on phase one of the project in the first quarter of 2011 and includes the healthcare center, assisted living, skilled nursing and rehabilitation facilities. Pre-sales for the 24 independent living villas will begin this summer with an estimated completion date of 2012. An estimated 200 jobs will be created from the development once it is fully operational.



CRAIG RANCH IN MCKINNEY, TEXAS

Karen “KK” Taylor brokered the deal for Craig Ranch. The purchase price of the transaction was not disclosed. For seniors wanting more information about Tuscarora at Craig Ranch, please call 1-877-365-4574.

###

About Craig Ranch:

Craig Ranch is a 2,200 acre master-planned business, retail, and residential community in McKinney, Texas – recently ranked by Money Magazine as one of the top 15 “Best Places to Live” in America. Craig Ranch is a high profile, regional point of destination, with its open space and ambiance serving as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and dedicated green space give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC at Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, the Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch and The Premier Soccer Fields at Craig Ranch. More information on Craig Ranch can be found at: <http://www.craigranchtx.com>.

About Mad Mag Development:

Mad Mag Development is based in Amarillo, Texas and was formed with the sole intent of developing Tuscarora at Craig Ranch. The mission of Mad Mag is to create a full-service resort-style senior living facility with a strong medical presence and an active lifestyle. Inspired by his grandparents, Jeffery C. Yates, President and CEO, leads an invested group of local professionals who comprise the company. The investors of Mad Mag include cardiologists, orthopedic surgeons, internal medicine doctors, podiatrists and pain management.

Media Contact:

Carey Marin

carey@lemastergroup.com

(214) 914-1157