



FALCON POINT RANCH

Falcon Point Ranch Selects Intra-Focus to Lead Sales and Marketing Efforts

GEORGETOWN, Texas - June 26, 2006 - Intra-Focus, a marketing solutions company, today announces Falcon Point Ranch, a 6,000 acre master-planned bayside community located on San Antonio Bay, Texas, engaged the Company to provide sales and marketing management services.

Situated along the beautiful western Texas coastline, Falcon Point Ranch boasts 6,000 acres and six miles of waterfront property. Falcon Point is introducing this new master-planned community with the release of Bay Club. Bay Club features 61 bay front lots and 48 bay view lots. Future development will include approximately 850 home sites of which 540 home sites will have deep water canal access to the Gulf of Mexico.

Residential amenities include membership to Falcon Point Lodge, waterfront hike and bike trails, private boat docks, fishing piers, kayaking and short-term boat docking, access to the Gulf of Mexico and nearby bay systems via the Victoria Barge Canal and Gulf Intracoastal Waterway, and a number of recreational activities throughout the Ranch.

To maximize the launch of this exceptional property, Falcon Point Ranch sought the help of the experts at Intra-Focus to develop and manage the properties' sales and marketing programs. Intra-Focus will provide Internet and traditional marketing services, including media plan management and demand generation campaigns.

"Our goal at Intra-Focus is to deliver the right marketing strategy and programs that enable our clients' to effectively reach their target markets and achieve their financial goals," said Jeff Novak, CEO of Intra-Focus. "We are excited to partner with Falcon Point Ranch and about the opportunity to work with the innovative development team led by Bill Ball of Sea Drift Ranch Partners."

About Falcon Point Ranch

Falcon Point Ranch is a 6,000 acre master-planned bayside community located on San Antonio Bay, one of the most beautiful and secluded bays on the western Texas coastline. The master-planned community includes Bay Club, 100 plus bay front and bay view lots and development of more than 850 home sites with over half providing deep water canal access to the Gulf of Mexico. Falcon Point features exceptional residential amenities, including membership to Falcon Point Lodge, hike and bike trails, bay access, vibrant marine estuary system ideal for bird watching and duck hunting, and much more.

For more information, please visit <http://www.falconpointranch.com>.

About Intra-Focus, Inc.

Intra-Focus is a full-service real estate sales and marketing company that integrates art and technology to deliver traditional and Internet marketing solutions. Leveraging marketing expertise and trend setting creativity, Intra-Focus helps its clients build brand strategy and market presence that generate qualified demand and quantifiable results. For more information, please visit <http://www.intra-focus.com>.