



February 11, 2009

Dear Property Owners:

Although our company has been working with the Ginn-LA BriarRose Holdings, Ltd., LLLP at the BriarRose since mid-summer 2008, please allow me to introduce Malloy Community Management, LLC, an affiliate of Patrick Malloy Communities LLC, as we officially assume the day-to-day management responsibilities including planning, developing, sales and marketing at the BriarRose Community.

Patrick Malloy Communities is one of the largest privately owned developers and builders in the Atlanta area having built over 2,150 homes and developed nearly 5,900 lots in 17 masterplanned communities since its inception. Malloy Community Management brings the internally managed disciplines of community planning and amenity programming, horizontal infrastructure design and construction, HOA management, including Architectural Review Board compliance, community positioning, branding and all aspects of sales and marketing, as well as home building operational experience. While all of these services may not be needed at the BriarRose, we feel it is important to "begin any project with the end in mind" and knowing how to deliver an end product requires a thorough knowledge of all the disciplines required to complete a community as extraordinary as the BriarRose.

Please forgive the self-promotion, but I realize that you have invested in a project that has gotten off to a rough start two different times. We want you to know that our company does possess the skills to stabilize the project, plan for the future, and execute on that plan. The real purpose of this letter is to let you know 3 things. What we did in 2008. What we are doing in 2009. And, what is the long-term (3-5 year) plan for the BriarRose.

What we did in 2008:

- Stabilized (NDPES, erosion control) and secured the property
- Reduced overhead staff to 6 full time employees
- Voluntarily suspended the HUD registration as we do not plan on selling lots in the immediate future
- Began temporary utility installation plans with various regulatory agencies
- Reviewed the property tax rates and while egregious, found that they were implemented in a procedurally correct manner
- Fulfilled a previous owners obligation to the Hancock County Board of Education and in doing so were recognized as an excellent "corporate citizen" which is the first step in the political process of influencing lower millage/property tax rates
- Established a Conservation Easement Program for the +/- 600 acre parcel in the back of the community. This easement is a perpetual easement managed by the Georgia Land Trust. We did reserve the rights for property owners and investors to utilize this land for hunting, fishing as well as reserved the right to build our future hunting lodge adjacent to the existing lake. This Conservation Easement generated substantial charitable tax deductions which were sold to investors. No commissions were paid on this sale and 100% of the proceeds were reinvested in the project.

www.TheBriarRose.com

866-763-7673 · TOLL FREE ·
706-467-7673 · LOCAL ·
706-467-9679 · FAX ·

Highway 16 South * P.O. Box 119 * White Plains, GA 30678

What we are doing in 2009:

- Planning sale of Phase 2 of the Conservation Easement
- Establish real estate company to handle resale listings. We are charging only a transactional fee of 1.5% (co-op is additional).
- Obtain approval of regulatory agencies for temporary utilities.
- Installation of several components of utilities.
- Obtain Certificates of Occupancy on first 2 builder homes.
- Initiate amenity programming
 - Not anticipated that any structure or services will be eliminated, but they will be sized appropriately (based upon the reduced total of lots) and thoughtfully so that the amenities are not an unaffordable burden once the HOA is turned over to residents
- Stabilization and shaping of the golf course
- Further political influences regarding lowering of property tax
- Investigate and establish formal lake access agreement

What is the long term plan:

- Complete the following:
 - Amenities
 - Golf
 - Utilities
- Offer semi custom cottage product line
- Complete recordation of Conservation Easement
- Re-establish sales and marketing program

Given the uncertainty of the market and the past challenges at the BriarRose, I know that many of you have individual questions which deserve to be answered. In an attempt to communicate openly and effectively, I would like to host a series of three 90 minute conference calls in which we will address any and all issues surrounding the BriarRose. The calls will take place Saturday, February 28, Saturday, March 14 and Saturday, March 28 from 10:00 to 11:30 a.m. EST and the dial in number is 712-432-1620 access code 894661#. I look forward to communicating with you on a more frequent basis and our company looks forward to being a part of a community that fulfills its original vision.

Sincerely,

J. Patrick Malloy

J. Patrick Malloy

JPM/mcvm