PRISA Group Press Release

October 10, 2006

FOR IMMEDIATE RELEASE

For more information contact: Federico Stubbe, Jr., Development Manager Prisa Group Phone: (813) 943-6600

Fax: (813) 864-6515 fstubbe@prisa-land.com www.laketoscana.com Maxine McBride, President Clockwork Marketing Services, Inc. Phone: (904) 280-7960 Fax: (904) 280-2567 maxine@clockworkmarketing.com

LAKE TOSCANA OFFERS A GREENER VISION FOR RESIDENTIAL DEVELOPMENT WITH NATURAL AMENITIES

HILLSBOROUGH COUNTY, Florida – Lake Toscana is setting a new standard for luxury developments that are created in harmony with the surrounding green space. Homeowners in the first conservation community in Tampa Bay will savor the natural amenities surrounding Lake Toscana as well as enjoy living in magnificent homes on estate-size homesites.

"We wanted to honor Mother Nature and create a better quality of life at Lake Toscana," Development Manager Federico Stubbe said. "Today's homebuyers desire luxury and natural beauty. Lake Toscana offers both with exceptional quality homes and spectacular natural amenities."

-more-



Lake Toscana is the centerpiece of a beautiful ranch-style community bearing the same name in Florida's Hillsborough County. Developers are leaving over 60 percent of its more than 500 acres set aside as conservation green space, Lake Toscana is the first to receive a conservation community designation in the Tampa Bay area by Hillsborough County. Only 102 elegant homes are planned for Lake Toscana. Every homesite is between one and two acres, offers water or nature views and none face the back of another.

The setting at Lake Toscana is certain to appeal to nature lovers. The community's open landscape borders majestic trees and the neighboring Little Manatee Preserve and river trail. At the heart of the community is the ambling two-mile circuit lake, a one-of-a-kind natural amenity. For those fond of fishing, kayaking or taking in inspiring scenic views of the surrounding natural woodlands, Lake Toscana is a source of enjoyment. It is an ideal setting for many recreational activities and the community's unspoiled habitats are filled with abundant wildlife.

Lake Toscana home and homesites packages are priced starting in the mid-\$400s. Every home and homesite at Lake Toscana is designed to capture the community's gorgeous water or nature conservation views. A fully decorated model home is open for viewing daily. For more information and to schedule a personal tour of Lake Toscana, call the sales center at (813) 633-6672 or email information@laketoscana.com.

Nestled between the Little Manatee River and the Little Manatee Preserve, Lake Toscana is located off of US-301, less than six miles from Interstate 75. The gated community is only a 30-minute drive from Tampa, St. Petersburg and Sarasota.

-more-



PRISA Group is developing Lake Toscana with pricing starting from the \$400s. The sales center is open 10 a.m. to 5 p.m. Monday through Saturday and noon to 5 p.m. Sunday. For information, call (813) 633-6672 or visit www.laketoscana.com.

Photography:

Lake Toscana provides optimal enjoyment of Tampa Bay's natural amenities.

###

