

PRISA Group Press Release

October 4, 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

PRISA GROUP DONATION HELPS 75 AREA CHILDREN TAKE PART IN RUNNING PROGRAM

HILLSBOROUGH COUNTY, Florida – About 75 Hillsborough County children are on the run in appropriate footwear, thanks in part to a donation from the PRISA Group, which is developing Lake Toscana in Tampa Bay. The developer donated money to the Wimauma Boys & Girls Club to support a children's running program.

“We are delighted to assist this important program, which helps kids develop good fitness habits and other valuable skills,” Project Manager Albert Permuy said. “We believe it is important to support our local community and its programs that help others.”

PRISA Group learned the Boys & Girls Club in Wimauma needed a \$1,000 donation for the program offered by the Boys & Girls Club and the Hillsborough County Parks, Recreation and Conservation Department. Wal-Mart in Gibsonton also matched the donation, making it possible for program directors and volunteers to purchase new athletic shoes for 75 area children so they could participate in the running program.

-more-

Lake Toscana is the centerpiece of a beautiful ranch-style community bearing the same name in Florida's Hillsborough County. With over 60 percent of the residential community being set aside as conservation green space, Lake Toscana is the first to receive the prestigious conservation community designation in the Tampa Bay area.

Situated on more than 500 acres, the community will have only 102 elegant homes surrounding Lake Toscana. Every home site is between one and two acres, offers water or nature views and none face the back of another. 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.

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.

###