



Media Contact:

Natalie Rivera (nriviera@mmihouston.com)

Emily Verret (everret@mmihouston.com)

Marion Montgomery, Inc.

713.523.7900

SUGAR LAND TOWN SQUARE JUST GOT SWEETER WITH ADDITION OF SWIRLL FROZEN YOGURT

SUGAR LAND, TX (July 28, 2008) – Planned Community Developers, Ltd. (PCD) is pleased to announce that visitors to Sugar Land Town Square will soon be able to enjoy the unique and delicious offerings of Swirll Frozen Yogurt. Located at 15955 City Walk, the shop is scheduled to open in September of this year.

“We are excited to welcome Swirll Frozen Yogurt to Sugar Land,” said Charlie Adams, vice president of retail for PCD. “We strive to offer a wide variety of retailers and restaurants in Town Square and Swirll will bring something new to the Fort Bend community.”

Swirll specializes in tart frozen yogurt and frozen yogurt smoothies. Swirll offers sixteen flavors, fresh fruits and various toppings. A large plasma television playing the most popular music videos will add to the fresh, young feel of the shop.

“We have customers that come to our other Houston-area locations from Sugar Land,” said Swirll’s Owner Ken Lam. “We chose to open this store because we wanted to make coming to Swirll more convenient for our patrons in Fort Bend County.”

Boasting 1,133 square feet of retail space in Town Square, this location represents the fourth Swirll location in the Houston area.

Swirll represented themselves in the transaction. Adams represented PCD.

About Planned Community Developers, Ltd.

Planned Community Developers, Ltd. ("PCD") is the developer of the 9,700-acre First Colony master-planned community in Sugar Land, Texas, located southwest of Houston. PCD is also currently developing two other major projects: River's Edge, a new 370-acre community in Richmond, Texas and Lake Pointe Town Center, a 190-acre, mixed-use development at the intersection of U.S. 59 and Highway 6. PCD continues to oversee the phased development of the 32-acre Sugar Land Town Square, located at the intersection of U.S. 59 and Highway 6. Phase One of Town Square is complete and includes a 300-room full-service Marriott hotel and conference center, a new 82,000 square-foot City Hall for Sugar Land, 167 mid-rise residential condos, 200,000 square feet of office space, 200,000 square feet of upscale Main Street retail and restaurants and a 1.4-acre pedestrian plaza. The next phases of development will include an additional 188,000 square feet of Class A office space and 50,000 square feet of retail space and is projected to be complete within 18 months.