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FRED ASTAIRE DANCE STUDIO WALTZES INTO SUGAR LAND TOWN SQUARE

SUGAR LAND, TX (September 18, 2009) – Planned Community Developers, Ltd. (PCD) is pleased to announce that Fred Astaire Dance Studio will soon open for business in Sugar Land Town Square. Relocating from Missouri City, the dance studio will occupy 2,935 square feet of prime retail space at 2140 Lone Star Drive.

Fred Astaire Dance Studios specialize in the instruction of ballroom dance and sells ballroom dancewear, footwear and other dance-related items.

“The Town Square development is a beautiful shopping center that equals the caliber of professionalism, splendor and customer service Fred Astaire stands by,” said Fred Astaire Dance Studios Co-owner Mark Adler. “We believe it will be the perfect partnership.”

Fred Astaire Dance Studio is no stranger to Town Square. Adler and his instructors have participated in Sugar Land Town Square’s popular Dancing Under the Stars program for the past two years, where they regularly hold free dance lessons for the community in the Plaza.

Adler, along with Co-owner Stephanie Adler, opened their first Fred Astaire Dance Studio in The Woodlands and now boasts six locations in the Houston area, including studios in Sugar Land, Katy, Memorial, Kingwood and Clear Lake. The new studio is set to open for business in late 2009.

“The most important feature of our new studio will be our custom, hardwood dance floor,” said Adler. “A good dancer only requires a beautiful space to move. Our look will be contemporary, clean and inviting for our students.”

Mark Adler represented Fred Astaire in the transaction. Charles Adams, vice president of retail for PCD, represented PCD.

For more information on Fred Astaire Dance Studios visit FredAstaireHouston.com.

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 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. Phases One and Two of Town Square are complete and include 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, 208,000 square feet of office space, 182,000 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 357,000 square feet of Class A office space and 56,000 square feet of retail space and is projected to be complete by 2010.