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Media Contact:
Melanie McBride
mmcbride@eblane.com
480.862.9094

E.B. Lane Selected as Agency of Record by the World's Largest Luxurious Private Golf Community

Desert Mountain Club Launches National Marketing Campaign as Members Take Over Ownership

PHOENIX (August 29, 2011) – E.B. Lane, an advertising, digital and public relations agency, with offices in Phoenix and Denver, has been selected as Agency of Record by Desert Mountain Club, one of the largest, private golf communities in the world. E.B. Lane will execute a marketing campaign to include branding, online marketing and website redesign, public relations and social media to reintroduce the luxurious lifestyle and magnificent beauty available to homeowners in this exclusive high desert destination in north Scottsdale.

Honored to be home of the largest collection of Jack Nicklaus Signature golf courses in the world, Desert Mountain was recently purchased by its members in an unprecedented 76-day transaction. The negotiation was completed in December 2010. Under the direction of the distinguished Board made up of Club members, marketing and branding efforts will be focused on attracting a vibrant, diverse and young demographic from throughout the United States and internationally, including Canada and beyond.

“As one of the most established agencies in the Great Western States, we’re honored to represent this pristine golf community and member-owned real estate group. Desert Mountain sets the bar of luxurious lifestyle living,” said CEO, Beau Lane, E.B. Lane. “Securing the Desert Mountain account couldn’t come at a better time as E.B. Lane expands into the Denver market. With Phoenix’s desirable, mild winters, Desert Mountain recognizes Denver as a hot spot for prospects. We’re eager to reintroduce this vibrant, member-owned community to potential residents in Denver and throughout the world.”

A team of senior marketing experts from E.B. Lane has spent an extensive amount of time visiting the Desert Mountain landscape, custom homes and Clubhouses in order to capture every essence of the vibrant lifestyle and visual splendor the firm will express throughout all components of the campaign. This opportunity to represent Desert Mountain Club and its signature real estate company comes on the heels of E.B. Lane announcing the acquisition of Denver-based HenryGill, and experiencing a 40 percent growth in revenue over the past year.

“The Club members recently acquired essentially all of the Desert Mountain assets through a very attractive transaction,” said David White, president of the Board at Desert Mountain. “We now move forward with our 8,000 acres of scenic land, renowned golf courses, and a very wide range of amenities. We look forward to having the talented individuals at E.B. Lane help in telling our unique story, and explaining the facts underlying our unparalleled lifestyle.”

Robert Jones, chief operating officer and general manager of Desert Mountain, reports the Club has experienced an increase in membership and real estate sales over the past months. “Board members credit this growth to the quality of lifestyle available Desert Mountain, member ownership, and the Club’s financial stability,” said Jones.

Desert Mountain reports recent prospects and home sales are primarily coming from markets, including Oklahoma, Illinois, western Canada and Texas.

About E.B. Lane

Established in 1962, E.B. Lane is one of the Great Western States’ largest full-service advertising, interactive, social marketing and public relations agencies. With offices in Phoenix and Denver, clients include the Arizona Cardinals, Walmart, Xanterra Parks & Resorts, Arizona Super Bowl Host Committee, Frontier Airlines’ Wild Blue Yonder Magazine, Cable One Inc., Desert Mountain Golf Community, Arizona Lottery, Tilted Kilt Pub & Eatery, Tropicana Las Vegas, Greater Phoenix Convention & Visitors Bureau, Mercedes-Benz of Littleton, Muscular Dystrophy Association (MDA), NYPD Pizza, Prestige Imports, Phoenix Convention Center, Oliver Manufacturing, St. Joseph’s Hospital Foundation and Stonebilt Concepts. For more information, visit www.eblane.com.

About Desert Mountain

Nestled in the high Sonoran Desert in Scottsdale, Ariz., Desert Mountain is a private, 8,000-acre, member-owned resort community, inspired by Frank Lloyd Wright, that offers an exclusive and vibrant lifestyle. Providing the finest in luxury real estate and amenities, including six championship Jack Nicklaus Signature golf courses and distinctive clubhouses, Desert Mountain members enjoy the finest golfing at a club featuring more world-class golf than any other private club in the world. Desert Mountain also offers its more than 2,200 members retail outlets, casual and fine dining, exclusive social and recreational events, on-site concierge services and access to a fitness center, spa, tennis facilities, pools and nine miles of hiking and biking trails. To learn more about Desert Mountain, please call 800-322-0044 or visit www.desertmountain.com.

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