

FOR IMMEDIATE RELEASE:

Lone Star Brewery to Reopen as Mixed-Use Living Destination

SAN ANTONIO, Texas, Aug. 21, 2008 (SEND2PRESS NEWSWIRE) -- B. Knightly Development, an Austin-based residential and mixed-use development company today announced completion of the purchase of the historic Lone Star Brewery and the commencement of development operations. Plans are already underway to convert the massive 23-acre site into a modern living destination complete with 190 residential units, an Olympic size pool and on-site amenities such as entertainment venues, restaurants, coffee shops, historic beer gardens, and 1,100 feet of frontage on the Mission Reach section of the Riverwalk.

*(PHOTO Link 72dpi: Send2Press.com/mediaboom/08-0821-LoneStarB_72dpi.jpg)

*(Photo Caption: The New Lone Star Brewery.)

"This is an exciting time for the city of San Antonio," said Mark Tolley, B. Knightly's chief executive officer. "We have a long history in maintaining the historic aspects of important structures while transitioning them into incredible modern living destinations. We are thrilled to provide the people of San Antonio with the ability to own a piece of Texas history."

The brewery, closed twelve years ago after brew master operations moved to Longview, Texas, will offer residents a rare opportunity at downtown urban home ownership amidst some of the most unique property amenities in the state. There are plans for a private on-site three-acre park, Olympic size pool, concert venues, restaurants, bars and even an on-site movie theater. Residents will also enjoy a full-privileged gym membership and discount spa services; all steps from their front door. The 23-acre project is the largest development parcel remaining on the Riverwalk, and is less than two miles from Downtown located just south of San Antonio's historic King William district.

The property is also slated to secure one of the highest LEED green ratings, with natural rain water collection systems and rooftop photovoltaic solar energy arrays. Prices will start at \$129,000 and include concrete floors, modern amenities, European style cabinetry and high clear ceilings with upper end fixtures and finishes throughout.

"This restored destination will probably be the coolest place to live in all of Texas," said Paul Kirchoff, Chief Marketing Officer for SaleAMP, the company marketing the Lone Star Brewery. "The early response has been so positive and overwhelming that we've had to build a priority reservation list because of it - and we haven't even started sales."

The original Lone Star Brewery, built in 1884, was the first large, mechanized brewery in Texas. Adolphus Busch, of Anheuser-Busch, founded it along with a group of San Antonio business men.

"Lone Star Beer is proud to be a part of this exciting time for the city of San Antonio. The old Lone Star Brewery is the ancestral home of Lone Star, and its revitalization is something we're proud to be involved with," said Brad Hittle, Chief Marketing Officer-Pabst Brewing Company. "Many Texans have fond memories of visiting the brewery grounds with their families, and we're happy to know that this tradition will continue for years to come."

Refurbishment is already underway, with the first residences scheduled for completion in the summer of 2009. A professional sales center will be open to the public on September 3, 2008 and staffed with property experts from Wednesday to Sunday 11:00 a.m. to 6:00 p.m. Interested parties can learn more at www.thelonestarbrewery.com and are advised to submit their name directly onto the priority interest list via the on-line form to ensure their position in the purchase consideration process.

About B. Knightly and Lone Star SATX, LLC

B. Knightly is an industry leader in the field of smart growth adaptive reuse residential construction, and infill mixed-use transit oriented development. Based in Austin, TX, B. Knightly's mission is to provide affordable, well designed, green built homes in revitalizing urban core markets throughout the Western United States. The Principal Managing Partners have developed over

4700 residential units in Oregon, California, and Texas. (www.bknightly.com).
Phone 512-474-5600. TRCC # 38951.

About SaleAMP and AMP!

SaleAMP (www.saleamp.com) is a cutting-edge marketing and software company specializing in internet marketing, email and direct marketing and non-traditional guerilla marketing. The company offers bleeding edge expertise in several areas including search engine marketing, on-line social marketing, auction marketing, lead-converting web sites and landing pages, customer relationship management (CRM) systems, and sales cycle marketing. Based in Austin, Texas, the company serves diverse clients ranging from condo developers and home builders to high-tech companies. The company was founded in 2003 and is privately held.

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NEWS SOURCE: B. Knightly Development

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/Note to editors:
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Caption: The New Lone Star Brewery

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August 2008 Press Release
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