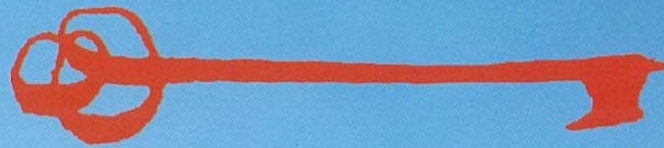




# HIDEAWAY

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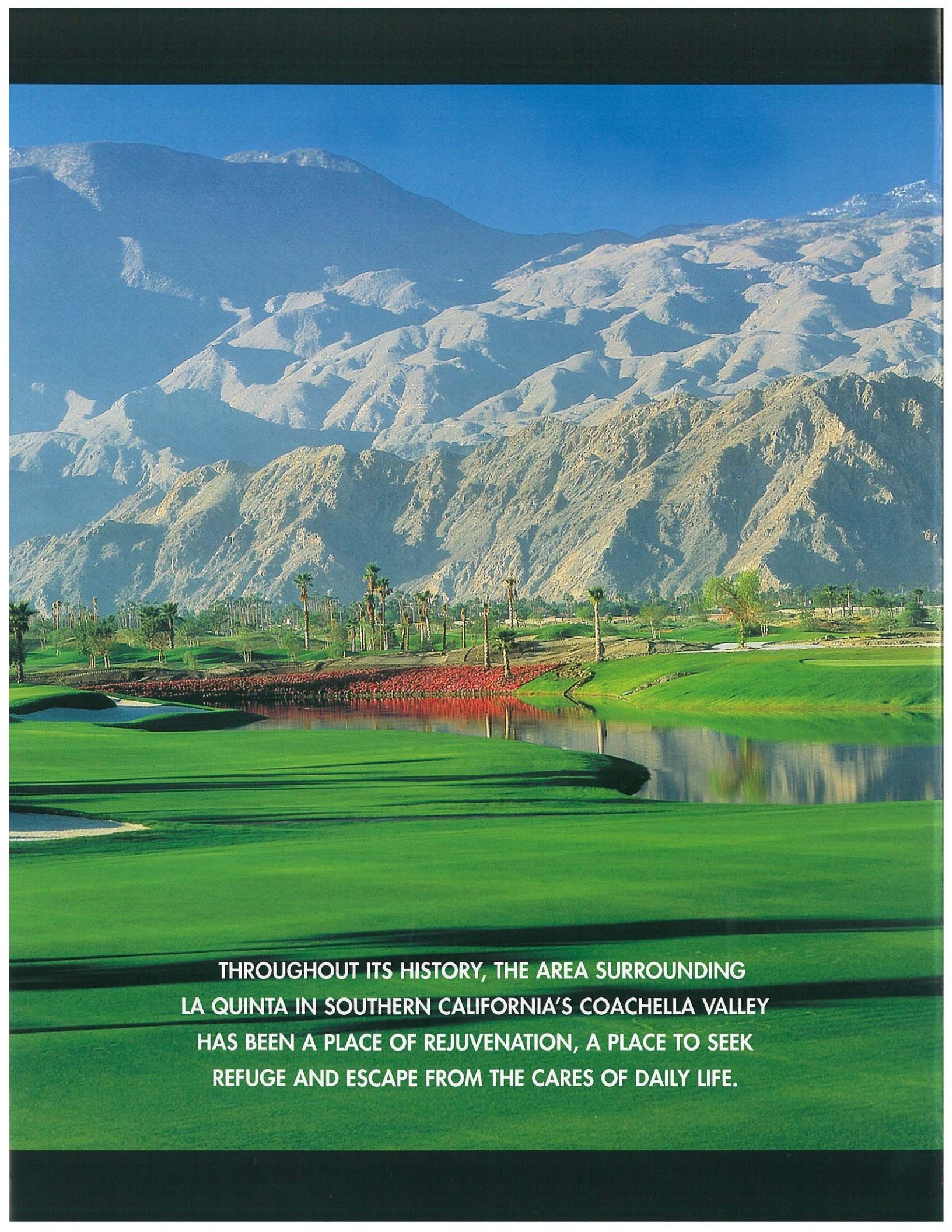




# HIDEAWAY

**A New Desert Oasis...**





THROUGHOUT ITS HISTORY, THE AREA SURROUNDING  
LA QUINTA IN SOUTHERN CALIFORNIA'S COACHELLA VALLEY  
HAS BEEN A PLACE OF REJUVENATION, A PLACE TO SEEK  
REFUGE AND ESCAPE FROM THE CARES OF DAILY LIFE.

However, it wasn't until the "Golden Age of California" in the early part of the twentieth century, with the birth of Hollywood and the rise of America's wealthy industrialists, that word of La Quinta began to be whispered among the nation's elite as the ideal hideaway for those seeking respite from a demanding professional life. And, it is this tradition that San Francisco-based developer Michael S. Meldman and his Discovery Land Company have embraced in developing The Hideaway, a new 36-hole private equity-membership golf community in La Quinta, California. When completed, The Hideaway, located on nearly 600 acres in the heart of La Quinta, will feature an 18-hole golf course designed by Pete Dye, an 18-hole golf course designed by Clive Clark, an exceptional country club facility and a variety of beautiful custom home sites, single family homes and golf villas. The Hideaway will cap club membership at approximately 280 members per 18-hole golf course, ensuring that members enjoy an intimate, low-density club environment.

Formerly known as Country Club of the Desert, the property is owned by Nationwide Realty Investors (NRI), a division of Nationwide Insurance Company with a real estate investment portfolio in excess of \$45 billion. In November 2001, NRI brought in Discovery Land Company as a partner to re-conceptualize and finish the development of the golf club and community. The Hideaway will join Discovery Land Company's roster of acclaimed properties such as Estancia and Mirabel in



Scottsdale, Arizona; Iron Horse in Whitefish, Montana; CordeValle in San Martin, California; Vaquero near Dallas, Texas and Kukio Beach Club on the Big Island of Hawaii.

"This was an ideal project and an ideal situation for us," said Mike Meldman. "The property has a great location in a proven market and the nucleus of a truly exceptional private club. With our development expertise and with NRI's continued sponsorship of the project, we have a tremendous opportunity to create something very special at The Hideaway. Our job now is to continue to refine the various elements of the community and deliver on our vision."

"Because of the low membership count (280 per course), combined with Discovery's member-friendly service philosophy, there is no question that The Hideaway will be able to deliver a golf and private club experience as good or better than anything currently available in the desert," said Meldman. "If you look at our initial pricing, in terms of the home sites, built product and membership price, The Hideaway is clearly a value relative to the other top clubs in the Valley. Of course, as with our other properties, those costs are likely to rise as demand increases."

Architecture at The Hideaway will be reminiscent of those styles popularized during California's

Golden Age, borrowing heavily from the area's Spanish roots and Mediterranean influences. Thoughtful design guidelines and a thorough review process will ensure a consistent level of quality and aesthetics throughout the entire community. Likewise, the landscape palette of the community accentuates the "hidden oasis" nature of the community with a colorful mixture of native wildflowers and grasses, shaded groves of palms and citrus trees, and tropical accents.

The clubhouse will be created in the Spanish Revival style of architecture and will serve as the social and recreational hub of the community. Amenities will include luxuriously appointed locker rooms, a health and fitness center, spa treatments, swim and tennis facilities, retail shop for golf

and other lifestyle needs, and a variety of dining options. Also, housed in The Hideaway Clubhouse will be The Hideaway's Outdoor Pursuits staff. A staple of Discovery Land Company properties, the Outdoor Pursuits staff provides a variety of lifestyle-oriented services to members, ranging from estate management and concierge assistance to recreational programming. Their purpose is to provide a single point of contact that allows The Hideaway's members to enjoy their time in the desert without worry or want.

By combining a thoughtful residential plan with a truly superb golf environment and an active and welcoming club experience, it is certain that The Hideaway will become the new destination of choice for those seeking to escape the rigors of a

busy life by finding solace in the California desert.

Discovery Land Company is a San Francisco-based real estate development firm specializing in the creation of world-class golf and residential communities. Discovery Land Company's core philosophy is to enhance the natural character and spirit of each property it develops in order to provide its residents and members with a unique golf and lifestyle experience. Guided by these ideals, Discovery Land Company and its principals have become one of the country's preeminent golf and residential developers.

For more information about real estate opportunities at The Hideaway, please (760) 777-7450.

