



OPUS & CA



USC Gateway



In the News



Gary Nipp, Employee of the year 2007

C A M P U S

ADVOCATE



A Note From Mike Peter:

Cultural Considerations

While organizations often spend countless hours and untold treasure on strategic campaigns that introduce key brand messages, there is one aspect of corporate identity, a company's intrinsic culture, that has the most profound influence upon the way that customers, partners and employees experience and evaluate a company's core value proposition.

At Campus Advantage we are dedicated to principles of integrity, passion and commitment. These, along with our

core values, are the aspirational pillars that our company culture is anchored upon. These characteristics are the guideposts that inform every decision we make, the central elements of service that we commit to deliver and the essential qualities that our individual performances are measured against.

While there are many companies that would not hesitate to list real estate, raw materials or heavy equipment as their most important assets, at Campus Advantage we firmly

believe that our people represent the company's most valuable resource.

More than any other attribute or work product, it is our culture that sets us apart from other companies in this industry, and it is the mission of every employee to make sure we are exhibiting the values our company is founded upon in every action we take on behalf of the organization.

Remember our ultimate mission is to be the best provider of student residential services.

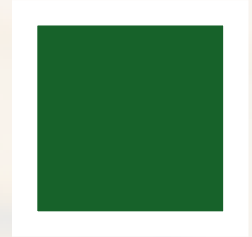
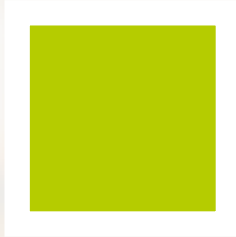
Our Values

- Integrity
- Excellence
- Diversity
- Innovation
- Communication
- Citizenship



Welcome Back: Mark Simpson

Campus Advantage is pleased to announce Mark Simpson's return to the company as Regional Manager. Mark joined Campus Advantage in October of 2006 and rapidly rose through the ranks to become the General Manager of a leading East Coast property. After a short hiatus, Mark has returned home and we're delighted to have him back!



New USC property discovers The Campus Advantage

Over the last five years Campus Advantage has grown from a small student housing management company into one of the leading firms in the industry. One informal measure that we use to gauge our momentum relates to the scope and prominence of the contracts we win. Simply put, as we continue to win high-profile development and management contracts we also raise our own profile, setting the stage for even bigger wins down the road.

As one recent example of our continued success, Campus Advantage has been awarded the management contract for the "University Gateway Apartment and Retail Project" – a new mixed-use property under construction adjacent to the downtown Los Angeles campus of the University of Southern California.

"This contract is a significant win for Campus Advantage, not only due to the size and quality of the property, but also because it represents one of the most coveted projects up for bid in 2008," said Campus Advantage President Mike Peter. "One of the keys to our continued success is that when we win high-profile management contracts, we do not sit back and become complacent. Instead, we use it as a springboard to bring even greater resources & services to our clients."

The project, which will feature approximately 78,000 sf of retail space and 421 one- and two-bedroom apartments, is on track for completion in the summer of 2010. For more information and to read a recent article about the project, visit www.campusadv.com.



Doing our part: Campus Advantage Adopts a Creek

Campus Advantage is committed to a litter-free environment and we are pleased to announce that Campus Advantage has adopted one mile of the Barton Creek greenbelt near Lost Creek and Scottish Woods Trail.



What does culture mean?

By Robert Gabriel

Culture is the artistic extension of life in action. It takes much work to build culture and there is much satisfaction and pride that comes from its labors. Culture is going beyond the least common societal denominator into areas more finely tailored to your local experience.

Here in Central Texas, some might say that culture is the cream gravy on chicken fried steak. It's the way that we dress and talk and choose to get along with our neighbors. However culture is defined by each person, it determines both the demeanor and mores of any given organization.

Campus Advantage, as a student housing provider, puts emphasis on promoting a culture of respect and support for its residents. The same could be said of Campus Advantage as an employer and community participant. Ensuring that all employees, clients and partners understand the elements of our company's culture allows the beneficial relationships that Campus Advantage so often fosters come into being.

The diligence that Campus Advantage puts toward deciding that 'yes, we definitely want our residents, employees, partners and our neighbors to enjoy something better than the mundane usual out of life' is something that makes this company not just a financial success, but also a cultural juggernaut.

OPUS & Campus Advantage

SACUBO and NACUBO

We have joined Opus in the tradeshow SACUBO, and NACUBO and most recently the SCUP conference, located in Montreal, Canada. The Opus Group and Campus Advantage announce a strategic alliance that will better serve student housing needs at colleges and universities across the United States. Our firms combine expertise in property development and management.

As noted in our collateral and tradeshow exhibits, together CA and Opus work to design, develop, build and manage structures that not only fulfill their facility functions today, but play a role in shaping the minds and ideas of tomorrow. Combining the Best... Building Beyond and Customized Solutions.



New Campus Advantage Communities

524 Angliana Lexington, KY 6/15/08 740 Beds	Heritage Quarters Waco, TX 05/30/08 374 beds	Statesider Madison, WI 06/30/08 236 Beds
The Towers Madison, WI 6/30/08 636 Beds	University Gateway Los Angeles, CA 7/11/08 1,642 beds	

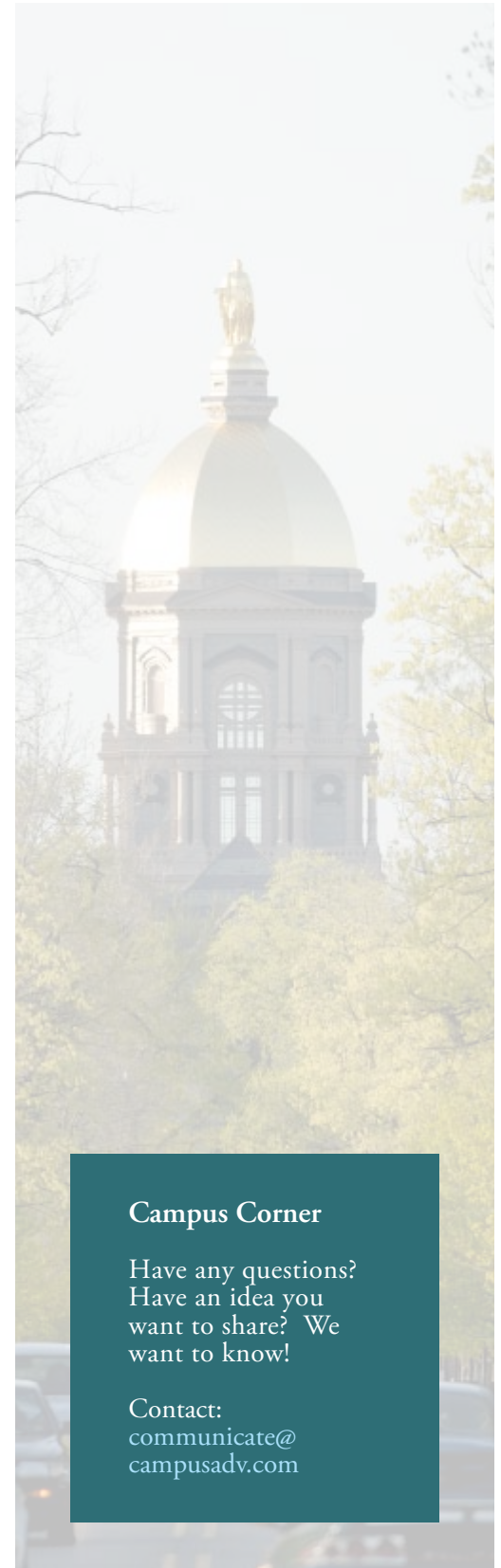
Campus Advantage: Employee Tenure

CAMPUS ADVANTAGE honors employees with commemorative pins to celebrate the tenure of their service. As distinguished by color, white marks the second anniversary of employment, blue marks the fifth anniversary of employment, and olive marks the tenth anniversary of employment.

Employee Service Awards

Let's applaud and extend thanks to those who are receiving their 2-year & 5-year pins. Congratulations!

NAME	LOCATION	START DATE
Oltersdorf, Daniel P	Corporate	07/14/2003
Ramos, Yolanda	The Tradition	05/02/2006
Joe, Ernest L.	The Edge	05/05/2006
Traylor, Letesha M	Centennial Commons	05/08/2006
Scott, Opal J	Dobie	05/18/2006
Delgado, Ana Acosto	Dobie	05/18/2006
Alvarez, Guadalup M	Dobie	05/18/2006
Davis, Alberta	Dobie	05/18/2006
Rodriguez, Alicia	Dobie	05/18/2006
Richey, Steven	Dobie	05/18/2006
Carver, Warren R	Dobie	05/18/2006
Segura, Roberto Ortiz	Dobie	05/18/2006
Engstrom, Todd A	Dobie	05/18/2006
Hernandez, Adam	Dobie	05/18/2006
Borrego, Arturo	Dobie	05/18/2006
Wilson, Carol J	Dobie	05/18/2006
Lewis, J D	Dobie	05/18/2006
Brown, Joe A	Dobie	05/18/2006
Floyd, Gary L	Dobie	05/18/2006
Hernandez, Reynalda	Dobie	05/18/2006
Lutke, Melissa L	Dobie	05/18/2006
Vallejo, Connie	Dobie	05/18/2006
Hernandez, Suzanne	Dobie	05/18/2006
Garcia Jr., Nieves M	Dobie	05/18/2006
Aguilera, Veronica Perez	Dobie	05/18/2006
Rodriguez, Maria C	Dobie	05/18/2006
Segovia, Maria	Dobie	05/18/2006
Temple, Bradley H.	Dobie	05/18/2006
Valizadeth, Arvin	Dobie	05/18/2006
Perez, Serafin Spa	Dobie	05/18/2006
Hernandez, Adolfin G	Dobie	05/18/2006
Lopez Pedraza, Marina	Dobie	05/18/2006
Barrios, Gema	Dobie	05/18/2006
Cervantes, Maria De Vargas	Dobie	05/18/2006
Richardson, Fred H.	Dobie	05/18/2006
Castellano, Neimi	Dobie	05/18/2006
Gonzalez, Claudia Cg	Dobie	05/18/2006
Cruz Hernandez, Maria Luz	Dobie	05/18/2006
Cox, Heather N	Dobie	05/18/2006
Rivera, Jesus	Corporate	05/23/2006
Jenkins, Dominique	The Edge	05/23/2006
Kim, Dong H.	Dobie	06/01/2006
Lindsey, Anna M	Dobie	06/01/2006
Marek, Alan W	Dobie	06/01/2006
Pinholster, Brett R	Dobie	06/01/2006
Wong, Kristen A	Dobie	06/01/2006
Calhoun, Jamale C.	The Edge	06/13/2006
Jenkins, Erika B.	The Edge	06/13/2006
Davis, John S.	Corporate	06/19/2006
Hassell, Angela	The Tradition	06/26/2006
Alvarez, Misti L	Williamsburg	07/06/2006
Fishman, Katherine S.	Dobie	07/14/2006
Toon, Angela D.	Campus Edge	07/24/2006



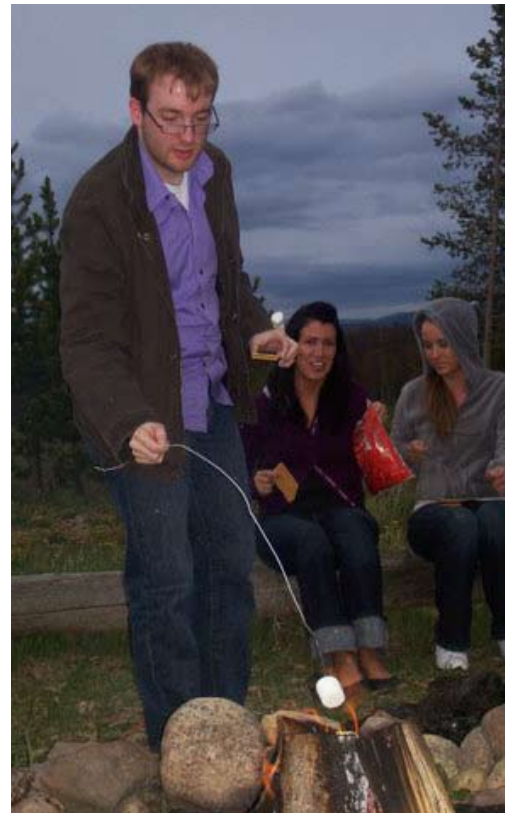
Campus Corner

Have any questions?
Have an idea you
want to share? We
want to know!

Contact:
[communicate@
campusadv.com](mailto:communicate@campusadv.com)



RD Training taken to a higher level





What is it about CA that you like so much?
Why is it special to you?

We create a sense of community through our residence life programming and we are able to build a community within a community in our surrounding.”

Wendy Frasier, Greenville Tech

I love the company and the down to earth approach.”

Christine Medzyk, Mustang Village

I love the monthly mixers as it takes your mind off work and it’s something fun to do at the end of the month. It’s an opportunity to get to know people outside of the office.

Brenda Gilson, Accounting

I enjoy working for Campus Advantage because of the company’s strong reliance on the principles of diversity, strategic growth and open communication. Campus Advantage has provided me with a vehicle through which I can grow myself both professionally and as a positive member of the community I live in.

Eddie Moreno, Professional Services

I like the positive company culture. The executives at Campus Advantage are very positive and supportive, and that really trickles down to all levels in the company.

Eric Orsbon, Carlos B Hall

Congratulations to Campus Advantage communities that have reached 96% & above for the fall.

Cabana Beach (San Marcos).....	100%
Campus Towers.....	100%
Campus View.....	100%
Greenville Tech.....	100%
Hawkeye Village.....	100%
Heritage Commons.....	100%
Islander Village.....	100%
Mayfair Village.....	100%
Palisades at E-City.....	100%
Sanctuary Lofts.....	100%
Stadium View.....	100%
The Tradition.....	100%
University Place.....	100%
Wildcat Commons.....	100%
Windsor Hills.....	99%
Belmont.....	97%
Sunstone.....	96%

Source: Last reported August 18th 2008

