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CAMPUS ADVANTAGE COMES HOME TO MADISON, WIS.

***World's Largest Privately-Held Student Housing Management Company
Assumes Responsibility for Premier Student Housing Properties in
Madison; Pledges Program of Capital Improvement
and Renewed Focus on Customer Service.***

Austin, Texas—August 20, 2008—Campus Advantage, the world's largest privately-held student housing management company, today announced that it has been awarded management contracts for historic student properties, the Towers and Statesider, located at the University of Wisconsin-Madison.

“This win is of enormous significance to Campus Advantage as many of the company's earliest employees began their student housing careers in Madison,” said Mike Peter, president and CEO of Campus Advantage. “Our team on the ground remembers when the Towers and Statesider were at their height. In fact, during the 80s and 90s Campus Advantage co-founder Bill Levy served there as general manager. Campus Advantage views its return to Madison as a homecoming and it's very good to be home.”

For more than forty years the Towers and Statesider student apartments have stood mere blocks away from the campus of UW-Madison. The properties have become an important part of the UW-Madison tradition, spurring multiple



generations from families across the region to return as their sons and daughters enter the University.

A program of facility upgrades and service enhancements is already underway, including:

- Improvements to food service and dining; transforming the existing program from a functional system into a solution that emphasizes community and provides a stronger sense of home.
- A renewed focus on social activities and events.
- Increased staffing levels and personalized attention for residents.
- The return and acknowledgment of the properties' heritage and multi-generational tradition.
- A sustained campaign of capital improvements.

“As a team we are committed not only to returning luster to these properties' sterling reputations, but also to bringing an array of new amenities and services to life,” said Tonya Neumeier, regional vice president at Campus Advantage.

“Our final objective is to help the Statesider and Towers resurge into some of the most desirable student housing properties in the world.”

About Campus Advantage

Campus Advantage (CA) is an Austin-based real estate firm that specializes in the management and development of student housing in 20 states. Campus Advantage currently manages approximately 30,000 beds, serving 36 universities across the nation. Campus Advantage works to create winning partnerships between colleges, universities, investors, developers and owners in an effort to help students achieve their academic and personal goals. With over 900 employees, Campus Advantage is committed to providing innovative and customized solutions for premier student housing communities. For additional information, visit www.campusadv.com.