

Inc.

INC 5000



Madison & Sacramento



S.A.V.E.
Student Association for
Voter Empowerment



Michael Hanley, Norm Brodsky, Mike Peter
Norm Brodsky is a veteran entrepreneur who also writes The Morning Norm at Inc.com. His six businesses include a three time Inc. 500 company. In December 1995 he began sharing his street smart advice in a regular Inc. column co-authored with Inc. editor-at-large Bo Burlingham.

C A M P U S

ADVOCATE



A Note From Mike Peter:

Celebrated Success

There has been an enormous amount of coverage over the last few months about the global financial crisis, the credit crunch and the sub-prime mortgage fiasco. Frankly, it is hard to imagine any business segment that remains untouched by these troubles. As a category, real-estate has been one of the areas hardest hit.

There is, however, one housing niche that has continued to grow throughout these financially turbulent times — that niche is student housing.

Who would have thought five years ago when Campus Advantage was just starting out that this company would be positioned so well in the market, that we would grow at a rate of just below 600% over three years, and that we would so quickly earn a place as one of the most successful companies in the history of student housing operations and management?

While it's always a good idea to look to the future, to strategically plot our path and to take all due caution to

mitigate risk, I want all of you to take a brief moment to celebrate some of the amazing things we have accomplished, to revel in just how far we've come, and to know that our past and future successes are a result of your hard work, determination and relentless passion.

Thank you for helping make our last five years wildly successful by all measures; I can't wait to see where we'll be five years into the future.

Our Values

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

S.A.V.E.

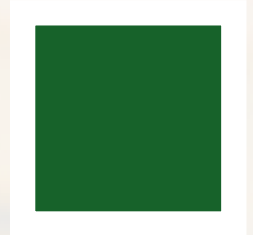
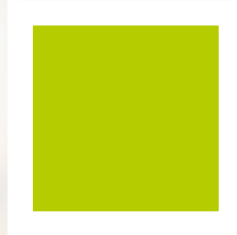
Student Association for Voter Empowerment

The Student Association for Voter Empowerment (SAVE) is a national non-partisan, non-profit organization, founded and run by students, with a mission to increase youth voter turnout by removing access barriers and promoting stronger civic education.

With the election rapidly approaching and constant buzz surrounding even the smallest update to a campaign's platform, one issue that has gone largely unnoticed is the substantial barriers that many college students face when trying to vote. To help reduce these hurdles, Campus Advantage, SAVE and HeadCount are working together to educate potential voters about registration and election protections so that more students will have their voices heard in November.

"Our goal at Campus Advantage is not only to provide an excellent community atmosphere for students, but is also to give our residents opportunities and educational resources that encourage their growth as individuals," said Dan Oltersdorf, Vice President, Residence Life for Campus Advantage. "By partnering with SAVE and HeadCount, we hope to provide these important resources to as many student and university leaders as possible."

In addition to providing educational materials to students and student leaders, Campus Advantage, SAVE and HeadCount provided resources and incentives for campus-based voter registration programs already underway.



New Madison property discovers The Campus Advantage

In July Campus Advantage was awarded contracts to oversee operations for the historic Towers and Statesider student apartments located at the University of Wisconsin-Madison.

The win was particularly significant to Campus Advantage as it enabled the company to formally establish a presence on a campus that has deep connections for many of our corporate employees. In fact, Campus Advantage CEO Mike Peter, co-founder Gary Gibson and Regional Vice President Tonya Neumeier all attended the University of Wisconsin and actually worked at and lived in these properties.

Tonya Neumeier said that she viewed this return to Madison as a homecoming and "quite frankly, it's really good to be home."



Inc. 5000

By Ben Conrad

In August Inc. Magazine's list of America's 5,000 top private companies identified Campus Advantage as one of the fastest growing firms in the country. From the beginning of 2004 to the end of 2007, Campus Advantage's revenues increased nearly 600 percent. In the same time period the company increased its number of full-time employees from 36 to more than 911.

For the last five years, Campus Advantage has remained largely under the radar, steadily progressing from managing four properties in 2004 to overseeing the day-to-day operations of more than 54 properties in 2008.

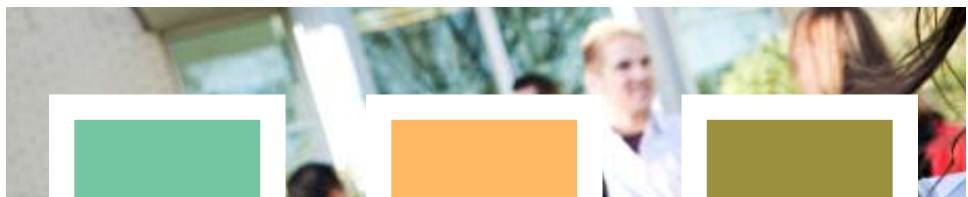
With this national recognition and the attention it has garnered, Campus Advantage has begun a new chapter in its corporate story. We are now one of the largest companies in our industry, putting more than 34,000 heads on beds each night and shaping the standards by which our industry is measured. While the stakes are increasing, one critical pillar of our approach will remain constant: focus on exceptional operation.

While we are thrilled that we have been recognized and appreciated in this manner, being the largest has never been our top priority. We will always concentrate on being respected first for our results and the commitment of our team. Every day we will work to deserve our reputation with a focus on our core values of integrity, excellence, diversity, innovation, communication and citizenship.



Mike Peter, President, Michael Hanley, Vice President

Award Ceremony - Washington D.C. 09/2008



New Campus Advantage Communities

The Verge
Sacramento, CA
7/15/08
792 Beds

The Towers
Madison, WI
6/30/08
636 Beds

Statesider
Madison, WI
06/30/08
236 Beds



Ten Minutes with Michael Hanley

By Sonal Shah



This August, Inc. Magazine recognized Campus Advantage as one of the fastest growing top companies in the nation. From the company's founding five years ago, Campus Advantage has continued to adapt with the changing needs of college students across the country and has celebrated several successes along the way. I sat down with Michael Hanley, co-founder, last week to reflect on some of those achievements.

Shah: Campus Advantage has celebrated tremendous successes since 2003. What is one of the most meaningful accomplishments to you?

Hanley: The Tradition at Northgate holds a significant meaning for me. I felt personally invested in bringing value to the management and ensuring that the customer service offered to students was

stellar. We were tasked to change the perception of the community, as the property had only a 50 percent occupancy rate. It's one thing to change a perception, but another to change the residential experience, not just the amenities. Campus Advantage assumed control and the property has been at full capacity ever since. Residents are happy to call The Tradition home and feel a sense of community, belonging and security--- that's something to be proud of.

Shah: As one of the founders of the company, in what ways have you seen Campus Advantage grow?

Hanley: We started from nothing and organically created and tailored systems that would work for us. While our client base has broadened and our recognition has brightened, our devotion to providing students with the very best has remained unchanged.

Shah: Student housing is a competitive market that is increasingly expanding. What sets Campus Advantage apart from others?

Hanley: Campus Advantage gets it. Some student-housing companies understand important components, but we understand the whole recipe. And that awareness and understanding is vital to cater to the student housing market.

From an operational standpoint to our core values, the commitment we have is consistent in all aspects of our business.

Shah: Looking ahead, how do you see your role evolving in shaping Campus Advantages future successes?

Hanley: I am singularly dedicated to this effort and feel that there is an endless list of things to conquer. But seeing how far we've come and looking at where we started makes me feel confident of our future growth. Being part of a team that continues to strive for more makes Campus Advantage a place that I'm proud to work for.



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

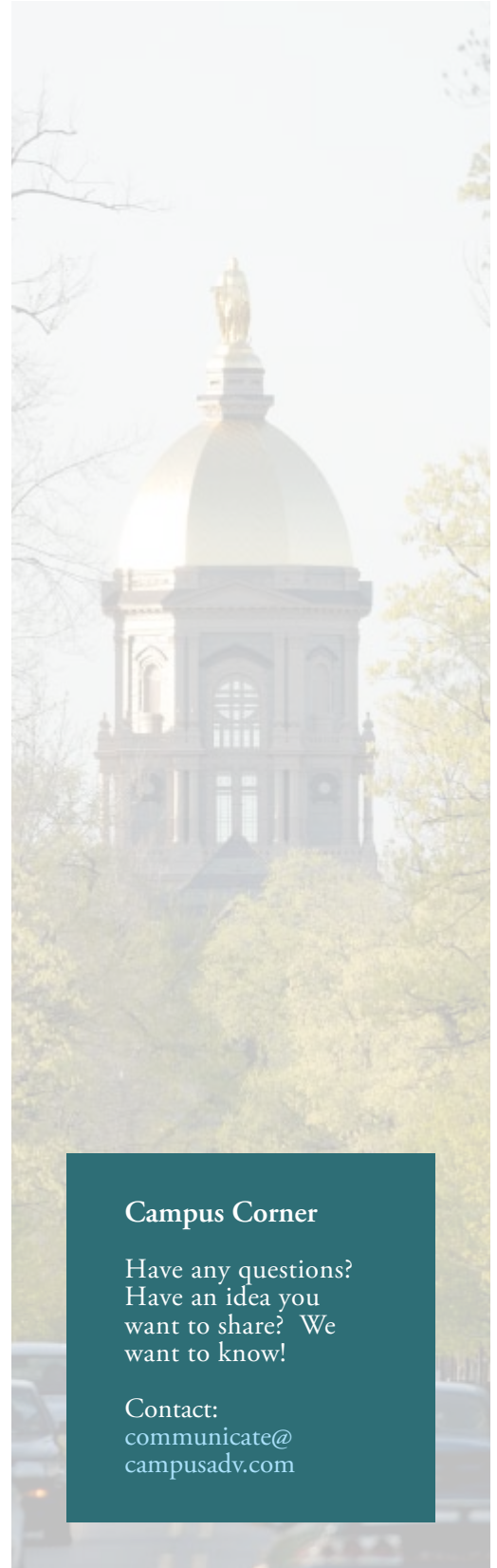
Let's applaud and extend thanks to those who are receiving their 2-year & 5-year pins. Congratulations!

NAME	LOCATION	START DATE
Chip Schell	Corporate	10/7/03
Arlando Clemons	Palisades	10/24/03
Britney Bergeron	Fairway View	8/1/06
Brown Robert	Fairway View	8/1/06
Charlie Corwin	Williamsburg	8/1/06
Heather Cox	Dobie	8/1/06
Jocelyn Ehnstrom	Dobie	8/1/06
Ty Harmon	Williamsburg	8/1/06
Harold Henderson	Williamsburg	8/1/06
Nikki Hooker	Williamsburg	8/1/06
Randall Howard	Windsor	8/1/06
Lauren Lane	Place Du Plantier	8/1/06
Sarah Molter	Peppermill Village	8/1/06
Cullen Myers	Williamsburg	8/1/06
Melissa Platero	Williamsburg	8/1/06
Angela Thomas	Williamsburg	8/1/06
Lindsay Thomas	Peppermill Village	8/1/06
Yolanda Patino-Sanchez	The Tradition	8/4/06
Jim Reed	The Tradition	8/10/06
Jamie Cureton	Dobie	8/11/06
Jennifer Reed	The Tradition	8/11/06
Lawana Hanna-Brown	Corporate	8/14/06
Abigail Edge	Dobie	8/15/06
Ocie Sherrod III	Palisades	8/18/06
Latoya Anderson	Corporate	8/21/06
Leshawn Mayo	Corporate	8/21/06
Tameka Reed	The Edge at 42nd	8/26/06
Carmen Estevez	The Edge at 42nd	8/28/06
Amelia Fischer	Dobie	8/28/06
Tiofilo Gomez	Dobie	8/28/06
Michael Moran II	The Edge at 42nd	8/28/06
Christine Searls	The Edge at 42nd	8/28/06
Mark Hager	Corporate	8/29/06
Cathy Hoffman	Corporate	9/5/06
Marion Earley	Centennial Commons	9/7/06
Jose Peralta Gomez	Dobie	9/15/06
Anthony Johnson	The Edge at 42nd	9/18/06
Ernesto Johnson	The Edge at 42nd	9/18/06
Timothy Huang	Williamsburg	9/22/06
Adrian Lara	The Tradition	9/25/06
Robert Clark Jr.	Williamsburg	10/2/06
Amanda Bermea	Corporate	10/9/06
Ronnie McCaskill	Palisades	10/9/06
James Sanders	Campus Towers	10/9/06
Brenda Glisan	Corporate	10/16/06
Jessica Dishman	Dobie	10/18/06
Jacques Peterson	The Edge at 42nd	10/25/06

Campus Corner

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

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





Move-In Day at CA



Campus Lodge Anchor Splash



Sunstone Fall Festival



Belmont Blood Drive



Cabana Beach Housing Fair



Cabana Beach Red Bull Party



Williamsburg Move-in Event