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Kiawah Island Golf Resort and Kiawah Development Partners Launch KiawahMoments.com Web Site

KIAWAH ISLAND, S.C. — In June 2008, Kiawah Island Golf Resort (the island's world-renowned resort) and Kiawah Development Partners (KDP), (the island's master developer and real estate company), launched a groundbreaking interactive website, KiawahMoments.com. This unique site brings Kiawah Island into the realm of social web media by inviting resort guests, property owners and residents to share their Kiawah Island experiences online.

Kiawah Island is a special place where unforgettable moments happen every day. KiawahMoments.com was designed to provide a place to capture and post those moments for others to see and enjoy.

The island's spectacular beauty inspires this interactive site, using breathtaking still photography, videos and stories of unique Kiawah experiences to show how nature enhances vacations and lifestyles. Both the resort and the real estate company KDP use a "Capture Your Kiawah Moment" advertising theme to portray memorable experiences, tell a story and prompt readers to visit KiawahMoments.com for the rest of the story. The engaging, interactive site invites users to upload and share their Kiawah Moments via videos, photos and blogs.

"Statistics showing that already about 50% of travelers use online social media in some way to research their plans. Advertisers and marketers are pressed to take advantage of the emerging opportunities this new media presents," says Thos Paine, Partner and President of Dana Communications, the advertising agency that developed the concept for their Kiawah Island clients. "Social networking, or word-of-mouth advertising, is becoming key to staying on the leading edge of communication between advertisers and consumers, as it allows for a more credible, widespread message."

Recognizing the importance of this revolutionary pattern in the hospitality and travel industry, Dana created KiawahMoments.com to provide travelers not only with resources for important resort and real estate information but also with personal touches that enable them to relate to existing customers' experiences.

About Kiawah Island Golf Resort

Located along 10 miles of pristine beach just south of Charleston, SC, Kiawah Island Golf Resort is rated as one of the country's top golf resorts by *Golf Magazine* and *Travel + Leisure Golf*. It includes The Sanctuary – a AAA Five Diamond and Mobil Five Star-rated, 255-room hotel and spa – and 600 private villas and luxury homes. The resort has five championship golf courses, including The Ocean Course – host of the 1991 Ryder Cup, the 2007 Senior PGA and 2012 PGA championships. The resort also ranks as the No. Two tennis resort in the U.S. by *Tennis Magazine*, has nine restaurants, and features a renowned recreation and nature program. Its beach is listed as one of the top 10 beaches in the U.S. by Dr. Stephen P. Leatherman, aka “Dr. Beach.” For more information, visit www.kiawahresort.com or call 800-654-2924.

About Kiawah Development Partners

KDP is the master developer of Kiawah Island, a 10,000-acre sea island located 21 miles south of Charleston, South Carolina. The company's subsidiaries include Kiawah Island Real Estate; St. John's Properties; The Kiawah Island Club, which encompasses the Tom Fazio-designed River Course, the Tom Watson-designed Cassique, The Beach Club and Sasanqua, the Members-only spa; Freshfields Village; Doonbeg Golf Club in Ireland; and Christophe Harbour in St. Kitts. For more information about KDP, Kiawah Island Real Estate or the private Kiawah Island Club, please call (800) 277-7008 or visit <http://www.kiawahresort.com/realestate/>.

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For high-resolution images of Kiawah Island Golf Resort and the Sanctuary at Kiawah Island Golf Resort, go to <http://www.kiawahresort.com/about-the-resort/press-photography.php>.