

PRESS RELEASE – FOR IMMEDIATE RELEASE
Retirement Community to be Built in Prince Creek Area

Pulliam Investment Co., Inc. of Spartanburg, South Carolina has announced plans to build A NEW CONTINUING CARE RETIREMENT COMMUNITY in the Prince Creek area of Murrell's Inlet, South Carolina. The project, located on Highway 707 just south of the TPC of Myrtle Beach Golf Course, will consist of 60 independent living apartments in a four story building, 16 individual cottages and a 70 bed assisted living and Alzheimer's care wing. The site plan calls for the units to be built around a central pond with water features, and will include various walking trails and outdoor recreational areas.

Pulliam Investment Co., Inc. is a Spartanburg based real estate investment and development firm that specializes in retirement housing and elderly care.

“We are extremely excited about this project in the south Myrtle Beach/upper Waccamaw neck area of our coast”, stated John L. Easterling, President of Pulliam. “The greater Myrtle Beach area continues to show impressive growth numbers even in the current economy as more and more retirees discover what a wonderful area of the country this is”.

The project will represent an investment of more than 23 million dollars in the greater Myrtle Beach area and will create approximately 60 new jobs. Groundbreaking is targeted for summer 2009 with a grand opening scheduled for fall 2010.

For more information please contact John L. Easterling, President, Pulliam Investment Co., Inc, 812 E. Main Street, Spartanburg, SC 29302, telephone 864-583-6964 or e-mail johne@pulliaminvestment.com.