



NEWS RELEASE

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THE LITCHFIELD COMPANY REAL ESTATE LLC LAUNCHES REDESIGNED WEBSITE

July 31, 2006, Pawleys Island, S.C. – The Litchfield Company Real Estate LLC today announced the launch of their newly redesigned website, www.thelitchfieldcompany.com. A total overhaul of their previous site, the new site allows visitors to view and inquire about properties listed by The Litchfield Company Real Estate and their partner communities, Pawleys Plantation and Prince Creek.

In addition, the redesigned site allows visitors to use the area's Multiple Listing Service (MLS), access an area events calendar and provides an area attractions page. The area attractions page allows visitors to access area maps, driving directions, area tax information and area utility information.

“We are proud to announce the launch of our newly redesigned Web site for The Litchfield Company Real Estate,” said Royce King, President. “The site offers a wealth of information about our company, our listings and our real estate team. Our strengthened presence on the Internet will further assist those who are looking to purchase property on the Waccamaw Neck.”

About The Litchfield Company Real Estate LLC

Coming off their most successful year to date, The Litchfield Company Real Estate LLC recorded more than \$253 million in sales during 2005 and attributes this growth to the enticing and unique amenities of the Waccamaw Neck and the diversity of the area's landscape, as well as due to the stellar performance of the company's sales team throughout the entire year.

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The Litchfield Company Real Estate LLC is widely recognized as one of the largest resort real estate sales and marketing companies in the Southeastern United States. Led by a seasoned, knowledgeable group of Pawleys Island business people, the company is dedicated to selling real estate along the South Carolina coast. Powered by a team of more than 38 seasoned real estate veterans who boast an average of 12 years in the real estate industry, The Litchfield Company Real Estate LLC specializes in the sale of oceanfront, river front and golf community properties. For more information about The Litchfield Company Real Estate LLC, call (800) 476-2861 or visit www.thelitchfieldcompany.com.

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