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**LANTANA LAUNCHES SOCIAL MEDIA CAMPAIGN
TO CONNECT WITH RESIDENTS**

(September 29, 2009- Dallas TX) Republic Property Group launched one of the first comprehensive social media campaigns for a residential community in Dallas/Fort Worth last week at Lantana, its top- selling and award-winning residential community in southern Denton County.

“Utilizing the social media is just the next step in Lantana’s commitment to creating a community that connects families to enable them to enjoy a more satisfying lifestyle,” said Teresa Grawe, vice president of marketing for Republic Property Group. “From the community’s inception, we built amazing recreational facilities including parks, trails, tournament tennis, fitness facilities, pools, water parks and pavilions to bring our residents together. We also host many wonderful community-wide events throughout the year to further that mission.”

“Now Lantana residents can experience their community in real-time and share this wonderful lifestyle with their friends, family and potential buyers,” said Teresa Grawe. “The digital world continues to revolutionize the way people communicate and this allows residents to connect the Lantana community to all of their friends instantaneously through social media sites.”

Social media sites have exponential growth and popularity over the last couple of years with industry-leader *Facebook*, *Twitter* and *YouTube* among the most influential sites that Lantana has embraced posting real time video of community events, “Tweeting” about happenings in the community and posting the latest community information on Lantana’s Fan page on *Facebook*.

“Lantana kicked off their social media campaign last week in conjunction with *LantanaPaloosa*, a consumer event and music festival held at the Town Center in Lantana.” said Ms. Grawe. “Our residents invited all their friends and families to come over to experience what makes Lantana so special and it was a huge success.”

To see what’s happening at Lantana, search for “Lantana Community” on *Facebook*; follow the community on *Twitter* at www.twitter.com/LantanaTexas or find video’s of community events on Lantana’s *YouTube* channel.

Lantana is a master-planned community located in Southern Denton County. With over 6,000 residents, Lantana’s Hill Country setting, architecture and combination of amenities made it the top selling residential community in 2008, according to *MetroStudy’s 4Q, 2008 repor*. *The community was also* named the prestigious “McSam Community of the Year” Award in 2004 and 2006 by the Homebuilders Association of Greater Dallas. Homes range in price from the \$200s to \$1 million+.

