



TALKING ROCK™
PRESCOTT · ARIZONA

T H E R E ' S A C E R T A I N S P I R I T H E R E .

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FOR IMMEDIATE RELEASE

TALKING ROCK PARTNERS WITH HORIZON AIR

Airline now offering non-stop flights from Prescott, Ariz., to Los Angeles

PRESCOTT, Ariz. (Dec. 2, 2008) – Talking Rock, a luxury, master-planned community near Prescott, Ariz., announced today a new partnership with Horizon Air, which coincides with the airline’s recently added daily non-stop flights from Los Angeles International Airport (LAX) to Prescott Municipal Airport. A popular second home location for Southern California residents, nearly 25 percent of residents at Talking Rock are from the Southern California area. The flights allow residents, their guests and prospective buyers easier access to and from the community, while the partnership gives them access to ticket discounts and other special promotional offers strictly for Talking Rock residents.

“This is an ideal partnership for Talking Rock, as many of our residents are from Southern California,” said Jim Jones, sales manager at Talking Rock. “They frequently travel between homes, and this added value makes owning a home at Talking Rock even more appealing.”

“Horizon Air is a great choice for ease of traveling for current and prospective residents of Talking Rock,” said Clint Ostler, manager of marketing and development for Horizon Air.

With Southern California as the largest market for Talking Rock, this new partnership will further enhance the community’s Stay and Play program, which allows prospective residents an opportunity to live like the locals before committing to home or land ownership. Packaged much like an exclusive resort stay, participants of the Stay and Play program can stay in a fully furnished Ranch Cottage; enjoy a round of golf or massage; have dinner at Morgan’s; savor a specialty coffee at Coops; and take advantage of the abundant amenities Talking Rock has to offer. The Stay and Play package costs \$450 for two for a one-night stay including dinner, and your choice of golf or massage. Reservations for the Talking Rock Stay and Play package are available by calling 1-877-922-4440, Monday-Sunday, 9a.m to 5p.m.

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2-2-2/Talking Rock partners with Horizon Air

About Talking Rock:

Located in a peaceful, rural setting, just minutes from Prescott, Talking Rock is a 3,600-acre private, luxury home community with a casual western lifestyle and the amenities of an exclusive country club. The Jay Morrish-designed 7,350-yard championship golf course intertwines through more than 1,000 acres of preserved open space, presenting residents with the spaciousness of Arizona's high country. Talking Rock offers spacious custom home sites, as well as Ranch Cottages, Ranch Homes and custom homes designed in an authentic ranch style and built by the area's finest craftsmen. Talking Rock is a development of Harvard Investments, a Scottsdale, Ariz. based real estate development company respected for its high quality, residential projects throughout the Southwest. The Talking Rock golf course and Ranch Compound are professionally managed by OB Sports. More information on Talking Rock and Harvard Investments, Inc. can be reached at 877-922-4440 or www.talkingrockranch.com.

About Horizon Air:

Horizon's fleet serves 47 cities throughout Arizona, California, Oregon, Washington, Idaho, Montana, Nevada, Baja California Sur (Mexico), and British Columbia and Alberta (Canada). Together, Horizon Air and Alaska Airlines serve 90 cities and are subsidiaries of Alaska Air Group, Inc. (NYSE:ALK).

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