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FOR IMMEDIATE RELEASE

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C.J. Brown REALTORS Selected as Selling Broker for Conway in Ascension Parish

Community to feature single and multi-family residences and offer premier lifestyle amenities

(Baton Rouge) - C.J. Brown REALTORS, a subsidiary of Latter & Blum Inc., has been selected to serve as the broker for Conway in Ascension Parish. The firm has announced it will also have a residential sales office in the community's town square, with mortgage, title and insurance services.

"Southern Lifestyle Development is very pleased and excited to have joined into partnership with C.J. Brown to market the residential aspects of our development, Conway in Gonzales, Louisiana," stated Prescott Bailey, Area President of Southern Lifestyle Development.

"C.J. Brown was an obvious selection for us due to their large market share, number of talented Agents, and expertise and knowledge of the market area and our products. We believe this will be the beginning of a great and long lasting relationship between our two companies and we look forward to what the future holds," added Bailey.

"This partnership is great news for our Agents and clients alike. Our large service area allows us to assist more families in Louisiana and Southern Mississippi who will be moving to this premiere community. The Ascension Parish market is expected to sustain strong buyer demand in the coming years. Our Agents are prepared to provide the best service possible and will have the added convenience of an on-sites sales office," stated Latter & Blum Inc. President, Richard Haase.

About Conway & Southern Lifestyle Development

Southern Lifestyle Development, the developer of River Ranch in Lafayette, has planned a \$325 million premier lifestyle community off Highway 44 in Gonzales, Louisiana. The mixed-use development will feature more than 900 available lots on 355 acres at price points between \$200,000 and \$400,000+. A multitude of amenities will be offered, including 46 acres of lakes, miles of jogging trails, multiple playgrounds, community clubhouse, retail space and a Town Square where art shows, concerts and events will be held free to the public.

About Latter & Blum Inc.

LATTER & BLUM Inc., established in 1916, is the largest full-service Real Estate brokerage in the Gulf South with 1,400 Agents in 30 offices located in the markets of Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria, Houma, Lake Charles, and Southern Mississippi. Latter & Blum Inc.

operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS Inc., Van Eaton & Romero REALTORS, and Noles-Frye Realty (all four owned by Latter & Blum Inc.). Latter & Blum Classic Homes & Properties, Latter & Blum Shaw Properties, and Latter & Blum Hometown operate under franchise agreements. All are networked nationally and globally as ERA Powered Companies. Additionally, LATTER & BLUM Inc. operates NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, Platinum Title, and Essential Mortgage Corporation.