

MIXED USE RETAIL CENTERS

SINGLE FAMILY NEIGHBORHOODS

CONDOMINIUM COMMUNITIES

CLASS "A" MEDICAL & PROFESSIONAL OFFICES



THE BERRY COMPANY, LLC
LAND DEVELOPMENT

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The Berry Company began in 1995 as a problem solved.

Tony Berry, owner of Berry's Home Furnishings in Rock Hill, South Carolina, saw consistently slipping sales at his business after years of positive revenue growth. An avid student of statistics, Berry surveyed area consumers and found that a majority were doing their furniture shopping 18 miles to the north, in Pineville, North Carolina – at major home retail chains that were also convenient to newer, nationally-known restaurants and stores. A casual drive through a Pineville movie theater/dining complex parking lot confirmed the story: more than half of the license plates indicated South Carolina residents.

Identifying this business problem led Berry to the logical next step: Create the same critical mass of strong retail, preferred dining, entertainment and convenience in Rock Hill. Offer local residents what they want, without having to leave town.

Berry assembled a team – architect, engineer, land planner and broker – to review the project's feasibility, identify a suitable property, and create a conceptual vision to match the development's potential. After thorough research and planning, they presented their idea to the City of Rock Hill, whose officials desired the same outcome that Berry did and chose his company to develop City land adjacent to Interstate 77.

Though Rock Hill was not seen as demographically viable for such a development, Berry persevered in asking the nation's best known businesses to expand their footprint to include Rock Hill. Consolidated Theatres said yes. And then Target and Chili's. Today, the 100-acre Manchester Village also boasts Best Buy, Olive Garden, Pier 1, Books-A-Million and more – including the new location of Berry's Home Furnishings, the largest volume furniture retail store in the area.

The Berry Company sought to create a critical mass of strong retail, preferred dining, entertainment and convenience in Rock Hill.

Manchester Village Rock Hill, South Carolina

Manchester Village is great retail. The national class eateries and must-have stores on everyone's list -- from Target to Books-A-Million to Olive Garden -- are spaciouly presented and easily accessed from Interstate 77 and adjoining communities.



Approaching development with integrity and high standards.

The Berry Company develops far more than land. We help create destinations – thoughtful residential communities, professional offices and well-planned retail centers that become the preferred choices for living, working and leisure. We foster opportunities for valuable land to evolve into its finest, fairest use. We establish solid partnerships, working alongside landowners, city officials, builders, tenants, investors and other stakeholders to exceed the expectations of all parties. And everything we do is rooted in integrity and in the high standards to which we hold ourselves.

We establish solid partnerships, and work to exceed the expectations of all parties.

Millwood Plantation Rock Hill, South Carolina

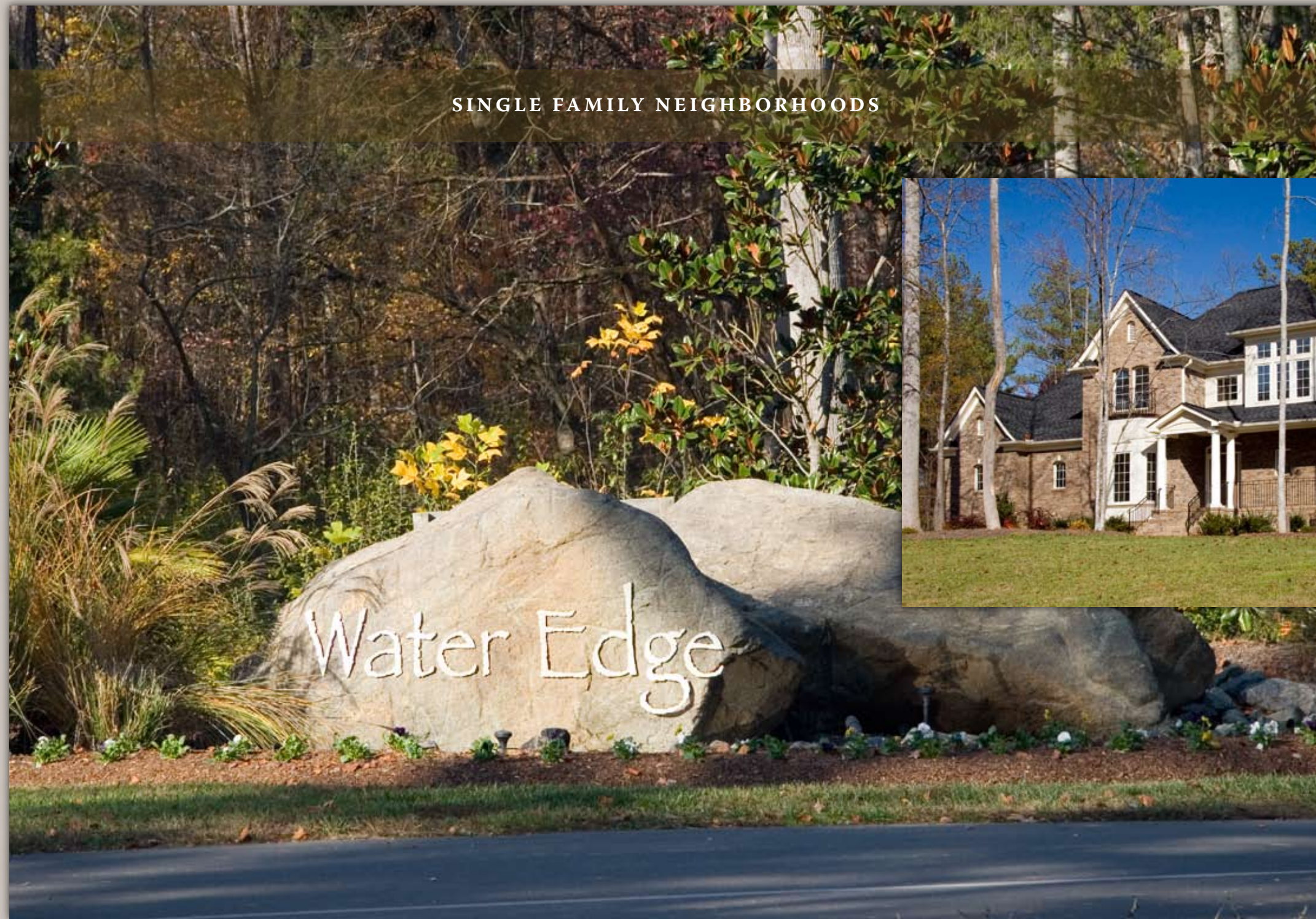
Millwood graciously combines townhomes, custom-built homes and amenities with boutique retail (Talbots, Chico's, Jos. A. Banks) and Class "A" medical/professional offices.



MIXED USE RETAIL CENTERS



SINGLE FAMILY NEIGHBORHOODS



Water Edge
Rock Hill, South Carolina

A small, exclusive community of custom homes, some with waterfront lots or water views, built by carefully selected local builders.

Doing what is right versus what may be most profitable.

Before engaging a project, The Berry Company asks two questions: How can we make things better? What is possible?

Behind our land development, land planning and project management services is a passion for finding solutions to challenges. Listening attentively to all stakeholders. Envisioning the highest possible outcome. Making a substantive difference. Proudly standing behind the results.

We selectively pursue initiatives where our vision is aligned with the goals of the landowner and key stakeholders as well as the most logical use of the land based on market conditions, local government planning and Smart Growth principles. We do exhaustive homework upfront with every project, to ensure that the plan we present is unquestionably clear, easy to understand and to visualize, in keeping with established standards and offering measurable results. Our mission as a company is to advance quality of life and sustainability in every community in which we are involved.

The best use of the land means doing what is right versus what may be most profitable.

*How can we
advance quality
of life and
sustainability?
What is possible?*

Developing success by delivering on our promises.

MIXED USE RETAIL

Manchester Village

Rock Hill, South Carolina

A bustling hub of popular national restaurants and retail, Class "A" offices, a fine hotel and a multiplex theater that draws visitors from three counties. Built in partnership with the City of Rock Hill at I-77 and Dave Lyle Boulevard, Manchester borders a multi-million national class soccer complex as well as custom townhome and luxury apartment community.

www.shopmanchestervillage.com

MIXED USE RETAIL

Millwood Plantation

Rock Hill, South Carolina

Created on 90 acres at the epicenter of an established, affluent area, Millwood balances a quiet community of custom homes and townhomes with a commercial center of nationally known boutique retail (Talbots, Chico's, Jos. A. Banks), local high-end retail, restaurants and Class "A" medical/professional offices.

www.millwoodplantation.com

MEDICAL & PROFESSIONAL OFFICES

Meeting Street

Lancaster, South Carolina

Located directly across the street from Elliott White Springs Memorial Hospital, Meeting Street's 29,000-square-foot commercial facility offers ample space for Class "A" medical and professional offices, specialty retail and restaurants. The first medical/professional office/condominium development of its kind in Lancaster.

www.meeting-street.com

SINGLE FAMILY NEIGHBORHOODS

Water Edge

Rock Hill, South Carolina

This stunning upscale community adjacent to Lake Wylie features 74 heavily wooded homesites of one-half to two acres, offering waterfront, water view and internal lot selections. Developed with respect for the environment of Lake Wylie, the neighborhood received approval to use the area's first low pressure sewer system.

www.wateredgehomes.com

CONDOMINIUM COMMUNITIES

Palmetto Place

*Daniel Island,
Charleston, South Carolina*

Palmetto Place is unquestionably one of the best home ownership values in the Charleston area, offering spacious and beautifully appointed 1-, 2- and 3-bedroom condominiums protected within secure buildings and outfitted with amenities including a pool, community park, fitness center and more.

www.palmettoplacecondo.com

Millwood Plantation
Rock Hill, South Carolina

CLASS "A" MEDICAL & PROFESSIONAL OFFICES



Leading a company that raises the bar.



South Carolina native Tony Berry founded land development company Manchester Associates in 1995. Following a decade of successful developments, Manchester Associates was rebranded The Berry Company in 2005 to better reflect the

company's significant growth and wider scope. Two of The Berry Company's highest-profile developments to date – Manchester Village and Millwood Plantation – are widely considered to have raised the bar for commercial and residential development in the Rock Hill area.

In addition to a solid early background in retail and corporate sales, Mr. Berry owns Berry's Home Furnishings, the largest volume furniture retail store in the Rock Hill area. A University of South Carolina graduate in Finance and Marketing, Mr. Berry lives in Rock Hill with his wife, Dana, and three children. He enjoys traveling with his family, golfing and flying his airplane.

Palmetto Place

Daniel Island,
Charleston, South Carolina

Located three miles north of the intersection of Highway 526 and Clements Ferry Road, Palmetto Place's spacious 1, 2 and 3 bedroom condominiums in attractive four- and five-story buildings will offer the most affordable home ownership option in the Daniel Island/Mount Pleasant area available today.



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