



News Release

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RedPeak Properties Appoints Heather Campbell as Marketing Director Seasoned Marketing and Communications Strategist to Lead RedPeak's Marketing and Training Initiatives

DENVER – February 20, 2008 – RedPeak Properties, one of the most respected apartment owners, acquirers and developers in Denver, announced today that Heather Campbell has joined its team as Marketing Director. In this role, Ms. Campbell is responsible for the company's marketing and training initiatives.

"Heather is a creative and talented marketing and communications strategist who brings a solid track record in branding, creative strategy, marketing and communications to RedPeak," said Mark Windhager, Chief Operating Officer. "Her expertise in eMarketing will allow RedPeak to expand its online presence in a meaningful way. In addition, her experience in creating corporate programs that engage and motivate employees helps to round out the impact Heather will have on the customer experience at RedPeak."

Prior to joining RedPeak, Ms. Campbell was Vice President of Marketing and Communications at Archstone-Smith (NYSE:ASN), one of the nation's largest apartment companies, where she played a critical role in building voice and identity for Archstone – the first national brand in the apartment industry – during her 10-year tenure. Prior to that, she worked for Equity Group Investments, Inc., where she managed corporate and investor communications.

RedPeak Properties is a full-service apartment owner, operator, developer and acquirer based in Denver. The company continually upgrades the value of its portfolio through the thoughtful development, redevelopment and repositioning of its assets. RedPeak strives to provide distinctive, highly amenitized residences close to key employment centers, public transportation and entertainment districts. As of February 20, 2008, RedPeak's portfolio comprised 2,054 units located in Downtown Denver, Cherry Creek, Greenwood Village, Cheesman Park, Glendale, Littleton and Colorado Springs. Its current portfolio includes [1600 Glenarm Place](#), [The Seasons of Cherry Creek](#), [Timber Creek Apartments](#), [Heritage Creek Apartments](#), [Cottonwood Creek Apartments](#), [Arboretum at Cheesman Park](#), [Hunters Cove Apartments](#), [Quail Ridge Apartments](#) and [Briarglen Apartments](#).

Complete company information can be found at <http://www.RedPeak.com>.

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