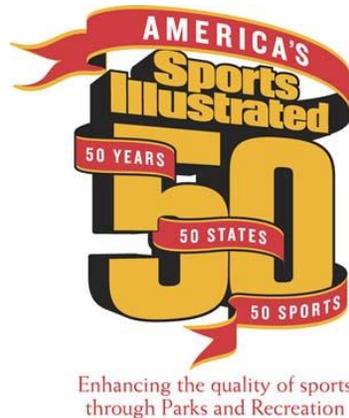


The Colony is the Sports Illustrated 50th Anniversary Sportstown for Texas



New York, NY, September 6, 2003 - The Colony has been selected as the Sports Illustrated 50th Anniversary Sportstown for the state of Texas, as announced Saturday by SPORTS ILLUSTRATED and the National Recreation and Park Association (NRPA).

Mayor Pro Tem Joe McCourry and Pam Nelson, Director of Community Services for The Colony, formally accepted the award on behalf of the city on Saturday, September 6 at 10:30 a.m. during the Dedication Ceremony and Open House for The Colony Five Star Complex. Jeff Price, SI's Executive Director of Sports Marketing, presented the award on behalf of the magazine; Margaret Young, a trustee of the NRPA, presented on that organization's behalf.

Fifty Sports Illustrated Sportstowns - one from each state - will be announced from July 2003 to July 2004. The selections will be made by both SPORTS ILLUSTRATED and the National Recreation and Park Association based on a variety of criteria that demonstrates a community's involvement in facilitating and enhancing quality sports. Communities are judged in the following categories: philosophy, policy/procedures, education and training strategies, youth development strategies, community commitment to parks and recreation resources, innovations for community development, and scope of the programming.

Each Sportstown recipient will be honored with a cash grant, recognition in SPORTS ILLUSTRATED magazine and online, and a special commemorative road sign that recognizes the community as an official Sports Illustrated Sportstown. Texas will be the 11th state profiled in a special editorial section in SI and is the ninth to receive a Sports Illustrated Sportstown designation. The special Texas section will appear in the September 29th issue, which begins hitting newsstands on Wednesday, September 24. SI.com's profile of The Colony will be posted online today at SI.com/50.

"The Sports Illustrated Sportstown program brings to life the notion that sports are an enormous force for good in our country," says SI President Bruce Hallett. "The Colony's commitment to finding creative and resourceful ways to enhance sports for the well being of its community fits perfectly with the principles of our Sportstown program as well as the overall mission of our anniversary celebration.

The Colony Parks & Recreation Department has enhanced their community by providing quality sports

programs for citizens of all ages and at all levels of play. By advancing a professional, customer-first philosophy, The Colony Parks & Recreation Department supports and encourages lifelong sports participation and enjoyment. The department also enjoys a strong volunteer base and several successful public and private partnerships in the community.

"The Colony's commitment to ensuring that all members of their community have a quality experience within their sports programs is to be commended," says NRPA Executive Director John Thorner. "By establishing and implementing a set of policies and procedures, and responding to the needs of both youth and adults alike, The Colony serves as an excellent example of a SPORTS ILLUSTRATED Sportstown."

SI's 50th Anniversary program, America's Sports Illustrated: 50 Years, 50 States, 50 Sports, is a wide-ranging multimedia platform that is the most ambitious initiative in the history of the franchise. The grassroots effort, which began in July 2003 and continues through July 2004, is a yearlong celebration of sports in America. It will include editorial coverage in the magazine and online, a community sports outreach campaign, as well as The Toyota Presents Sports Illustrated's 50th Anniversary Tour that will travel to unique sports events in cities and towns throughout the country. Toyota is the presenting sponsor of the Tour; Starter and Best Buy are the program sponsors. SI's actual 50th anniversary date is August 16, 2004.

The National Recreation and Park Association is a nonprofit professional and citizen association dedicated to advancing parks, recreation and environmental conservation efforts that enhance the quality of life for all people. Headquartered in Ashburn, Virginia, NRPA supports the work of public, private, and non-profit park and recreation concerns in the areas of youth development, lifelong health, quality sports and environmental stewardship.