



THOMAS RANCH INKS BULK AGREEMENT TO DEBUT AS AT&T'S FIRST ALL-MULTI-GIG COMMUNITY IN THE NATION

Through Collaboration with AT&T, Austin's Thomas Ranch Will Offer 2 GIG Community-Wide Baseline Speeds Across the Entire 2,250-acre Master Plan

AUSTIN, TEXAS (August 6, 2024) — Areté Collective, a vertically integrated development company, has teamed with AT&T to establish a 2 GIG minimum internet speed standard for all homeowners within the 2,250-acre master-plan Thomas Ranch, located outside Austin, Texas. Marking AT&T's first multi-gig bulk agreement, this collaboration allows for symmetrical upload and download speeds of up to 2 GIGs across the community, a pioneering move that expands AT&T's presence in Texas' Hill Country.

"From the northern edge of residences to our southern-most commercial space, we have collaborated closely with AT&T to form a robust infrastructure that benefits our future residents, workers, resort guests, retail shoppers and visitors alike for years to come," said Joe Rentfro, managing director of Thomas Ranch. "We are honored to team with AT&T in our mutual pursuit to be innovators, providing high minimum speeds in our community and making internet access a central feature of modern living. We are excited to welcome AT&T Fiber to the community and look forward to fostering this relationship."

Thomas Ranch's minimum speed standard will be first introduced in the private residential enclave, Loraloma. Currently accepting reservations, the community will deliver its first homes in late 2025 within its coveted waterfront epicenter, Limestone Gulch. As the most amenitized master-planned development in Texas, Loraloma will see the standard incorporated in its collection of bespoke offerings, including riverfront activities, pools, a wellness center, restaurants and beyond, with a highly anticipated golf course from David McLay-Kidd tracking for a completion later this year. With connectivity built into the homeowner's association (HOA) fees, Loraloma and Thomas Ranch residents also have the opportunity to upgrade to higher speeds based on their needs and lifestyle.

Upon completion, AT&T Fiber will also be available within Thomas Ranch's additional homes, amenity areas and greenspaces, including a downtown district, which offers more than 250,000 square feet of commercial real estate for retail, restaurants, and office space; 40+ miles of trails, parks, and open spaces; two designated school sites; grocery stores; specialized healthcare offerings; and a boutique resort hotel.

"We applaud Arété Collective for joining forces with us to embark on an initiative that delivers seamless connectivity to every corner of Thomas Ranch," said Matt Wootton, Director of Property Acquisition, AT&T Connected Communities. "By equipping the community with AT&T Fiber's 2 GIG speeds, we can help revolutionize the way residents, businesses and their guests connect. This is a smart, forward-thinking investment that not only enhances the overall digital experience but also serves as a model for other properties to take their amenities to the next level."

For more information on Thomas Ranch or Loraloma, please visit thomasranchtx.com or loralomaclub.com respectively. For sales inquiries, please contact 512.262.4642 or sales@loralomaclub.com.

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ABOUT THOMAS RANCH:

Thomas Ranch is an inspired master-planned community from Areté Collective. Located on 2,200 acres in the beautifully wild hills of Spicewood, TX, adjacent to Lake Travis. The site will include housing across all price points and types. The downtown core will offer more than 250,000 square feet of retail, restaurants, and services in a 15-minute walkable district. Thomas Ranch will also feature education and specialized healthcare offerings, a boutique resort hotel, a private 18-hole golf course, and the private residential community of Loraloma. To learn more, please visit thomasranchtx.com.

ABOUT LORALOMA:

Loraloma is a private residential and resort community within the 2,200-acre Thomas Ranch masterplan outside of Austin, Texas. Situated on two miles of frontage along the Pedernales and Colorado rivers, Loraloma includes a stunningly appointed collection of modern residences available in both turnkey and customizable options spanning three- to five-bedrooms. Loraloma stands to be the most amenitized master-planned community in Texas, with an 18-hole golf course designed by David McLay-Kidd and an array of experiences spanning wellness, culinary arts, recreation and outdoor activities set against the idyllic backdrop of the Texas Hill Country. For more information, please visit loralomaclub.com.

ABOUT ARETÉ COLLECTIVE:

Areté Collective was born out of the desire to create a new way of development for a new way of life—for land and people. As a vertically integrated development firm, Areté Collective unites leaders across design, development, marketing, strategy, and financial management who use their decades of experience to shape luxury communities and bring the highest level of excellence to every step of community placemaking. For more information, please visit arete-collective.com.