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For Immediate Release –

Kemble Street Hat Trick

Boulderwood Group, the newly formed real estate and business consulting practice, owned by partners Joanna Roche and Carole Murko, announces the sale of three major properties on Kemble Street in Lenox.

Springlawn, The Kemble Inn and the Carriage House adjacent to the Inn, all were sold by Boulderwood Group, in three separate transactions over the past five months for a total of 33 acres and \$6.5 million dollars.

Boulderwood Group was launched in February and has an office at 38 Church Street in Lenox village. The firm specializes in real estate sales, property development and business consulting. Besides Carole Murko, broker and principal, and Joanna Roche, principal, the firm has two associates, Chris White and Jason Harrington. Boulderwood is also the exclusive agency for the Lenox Shops, working with developer David Case on the planned 39 unit Aspinwell Townhouses at Kennedy Park.

Prior to partnering with Murko, Roche was the sole proprietor of Joanna & Company; a marketing, public relations and business development consulting firm established in 2001. Roche has fifteen years of corporate communications, executive management and creative experience in a wide range of business applications in the Berkshires and beyond. She spent eight years as the Communications Director at Canyon Ranch and her background includes publishing, sales and marketing, cultural programming, fundraising, as well as spa / hospitality industry expertise. Her clients included; The Rock and Roll Hall of Fame, Mepal Spa and Manor, Danny O Art, Taggart House, Stonover Farm, and ABC Carpet and Home. She currently serves on the Lenox Finance Committee and on the board of IS183 art school of the Berkshires. A native of Lenox, Roche resides in Lenox Dale with her husband John Stringer and son Luke.

Murko who has 20 years of significant work experience across varied industries, primarily financial services marketing spent her first few years after Smith College as a bond analyst at Moody's Investor's Service, attended New York University for a Masters in International Economics and then joined the money management industry as a fixed income marketing specialist for State Street Global Advisors and John Hancock Boston, where she earned the coveted CFA (Chartered Financial Analyst) designation. Murko transitioned from financial services and marketing in pursuit of satisfying her "creative"

side as an interior decorator. She ran a successful interior design business in Boston for five years and began her real estate career with an eye toward development when she moved to the Berkshires full time in October 2003. Murko believes this is the perfect fusion of her financial background, her sales and marketing skills and her love of interior design. Murko currently serves on the board of overseers for Shakespeare and Company. She lives in Stockbridge with her significant other, Jim Finnerty, along with 3 Icelandic horses and 16 chickens, at Boulderwood, the inspiration for the name of the company.

Roche and Murko feel they have identified a niche in the marketplace by combining their strengths and will provide clients with a fresh integrated approach, a strong network, and an appreciation for the power of connections.