



BURROUGHS & CHAPIN COMPANY, INC.

Family Values Since 1895

NEWS RELEASE

Contact: Lei Gainer, LHWH PR
(843) 448-1123 or email lgainer@lhwh.com

BURROUGHS & CHAPIN ANNOUNCES JAMES W. APPLE, JR. AS COMPANY'S NEW PRESIDENT & CHIEF EXECUTIVE OFFICER

Former Trammell Crow Executive Has Extensive Experience in Commercial And Residential Real Estate Development, Investment And Acquisitions

February 5, 2010, Myrtle Beach, S.C. – Burroughs & Chapin Company, Inc. announced today that James W. Apple, Jr. has been selected to serve as the company's new president and chief executive officer. Apple begins working with the company today.

Prior to joining Burroughs & Chapin, Apple was a founding principal of Trade Street Partners, LLC of Charlotte, N.C., a real estate development and investment firm operating in the Southeast.

For 15 years prior to founding Trade Street Partners in 2000, Apple was an executive with Trammell Crow Company, a real estate development and investment firm with locations throughout the United States. His last position with the company was as area president, headquartered in Charlotte. In that capacity, he oversaw nine regional offices throughout the Midwest and Southeast, and was a member of the company's Operating Committee, which set the strategic direction of the firm.

“We're delighted to have Jim as the new president and CEO of Burroughs & Chapin,” said J. Egerton Burroughs, chairman of the board of Burroughs & Chapin Company, Inc. “Jim is the right person to take our company into the next decade and beyond. His experience as an entrepreneur and independent businessman, coupled with his leadership role in the Trammell Crow organization, makes him ideally suited for the challenges of running a company like Burroughs & Chapin.”

A graduate of the University of Alabama, Apple holds a Master of Business Administration from the University of Alabama Manderson Graduate School of Business. The Huntsville, Alabama native is married and has two sons and a daughter.

(more)

About Burroughs & Chapin Company, Inc.

Burroughs & Chapin Company, Inc. is a private, family-held company headquartered in Myrtle Beach, South Carolina, whose service to Myrtle Beach and Horry County spans more than a century. Burroughs & Chapin is a leader in the fields of residential, resort and commercial property development and related operations. Burroughs & Chapin welcomes cooperative relationships with people and organizations that have strengths and expertise that complement its own. More information is available online at www.BurroughsChapin.com.

###