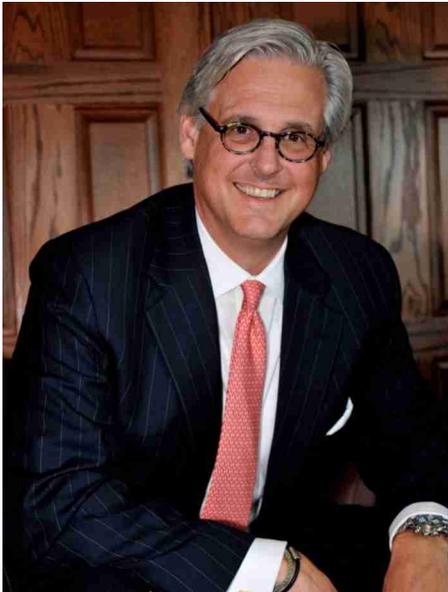


Student Housing/Multifamily REIT, Campus Crest Communities, Inc. is looking to Add to Their Already Robust Pipeline in an Efficient, Well Managed Way



Ted W. Rollins
Co-Founder, Co-Chairman
and CEO



Mike Hartnett
Co-Founder, Co-Chairman and
Chief Investment Officer

**Financial
REIT – Student Housing/Multifamily
(NYSE: CCG)**

Campus Crest Communities, Inc.

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Executive Bios:

Ted W. Rollins

Mr. Rollins is the Co-Chairman of the Board and Chief Executive Officer of our company. He and Mr. Hartnett founded Campus Crest in 2004 and established it as a leading developer, builder, owner and manager of high-quality, purpose-built student housing properties located in targeted U.S. markets. The company's focus since inception has been on building and enhancing its vertically integrated business model, prototypical property type, The Grove brand and leading residence life program, SCORES. Mr. Rollins has been instrumental in the company's significant growth and strategic direction, including its sustainability initiative. Prior to founding Campus Crest, Mr. Rollins co-founded and managed companies that have successfully developed and operated real estate, as well as directed several private real estate focused investment funds. Mr. Rollins is lead director, member of the audit committee and chairman of the governance committee of Fortegra Financial Corporation (NYSE: FRF), a leading insurance services company. He received his BSBA from the Citadel and his MBA from the Fuqua School of Business at Duke University.

Mike Hartnett

Mr. Hartnett is the Co-Chairman of the Board and Chief Investment Officer of our company. He and Mr. Rollins founded Campus Crest in 2004 and established it as a leading developer, builder, owner and manager of high-quality, purpose-built student housing properties located in targeted U.S. markets. The company's focus since inception has been on building and enhancing its vertically integrated business model, prototypical property type, The Grove brand and leading residence life program, SCORES. Mr. Hartnett has been instrumental in the company's significant growth and strategic direction. Prior to founding Campus Crest, Mr. Hartnett co-founded and managed companies that have successfully developed and operated service-enriched real estate, including student housing and senior housing. Mr. Hartnett received his BS degree in structural engineering from the University of Maine and his MBA from the Fuqua School of Business at Duke University.

Company Profile:

Campus Crest Communities, Inc. (NYSE: CCG) is a leading developer, builder, owner and manager of high-quality, purpose-built student housing properties located close to campuses in targeted U.S. markets. The Company is a self-managed, self-administered and vertically-integrated real estate investment trust which operates all of its properties under The Grove® brand. Campus Crest Communities owns interests in 33 student housing properties containing approximately 6,324 apartment units and 17,064 beds and boasts the youngest standardized portfolio in the

industry with an additional six projects under construction containing 1,282 units and 3,660 beds. Since its inception, the Company has focused on customer service, privacy, on-site amenities and its proprietary residence life programs to provide college students across the United States with a higher quality of living.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: What was the vision when you began and where is Campus Crest Communities today?

Mr. Rollins: We started with a vision to build a prototypical housing model that we could roll out across the United States. To accomplish this we decided to create a portfolio of companies that could execute this strategy and control the process from start to finish. We have four primary operating subsidiaries that support this effort: a development company, a general contracting company with an internal wholesale supply company, a property management company and an asset management company. We refer to all of this as our vertically integrated enterprise. We believe this vertically integrated business model enables us to deliver properties economically while maintaining consistency in our building design, construction quality and amenity package. We continue to refine our processes and systems in an effort to reduce costs and improve quality.

CEOCFO: Has your concept for student housing been tried by others?

Mr. Rollins: It has in different industries; hotels being a very natural industry to cite an example. There was a company called The Residence Inn, and they built a wood-frame prototypical product. They rolled it out across America, and later sold it to Marriott. This company controlled many of the same components as we do. That is one example of an efficient rollout. Not only does it control product quality, it controls delivery

timing, as well as project costs and operational efficiency.

CEOCFO: Was Campus Crest the first in the student-housing arena?

Mr. Hartnett: On this scale, yes. There might have been some regional players who gave this vertical integration a try, but we are definitely the only ones doing this in scale that is publicly traded. Ted and I recognized early that there was a real need for additional purpose-built student housing in markets throughout the U.S. due to growing college enrollment numbers. Many colleges and universities were struggling to find suitable residences to house their expanding student populations and we worked hard to develop an innovative, high-quality product to meet this need.

CEOCFO: Where are your properties

We are out there every day looking for new markets and projects that make sense for our company and we have a very robust development pipeline as a result. But as we grow across the country, we want to make sure we grow in a calculated, metered way. We are trying to build operationally efficient clusters around the country as we grow. Yes, we want to be national, but we also want to have efficient sub regions across the nation that we have can manage well. - Mike Hartnett

and how many are you currently operating?

Mr. Hartnett: Right now, we have 33 operating properties across the United States. That equates to over 17,000 student-housing beds. We have six properties currently under construction that are slated for opening in August of 2012, which will bring our total bed count up to almost 21,000.

CEOCFO: Campus Crest Communities has a wide geographic range; is this strictly opportunistic?

Mr. Hartnett: From day-one, Ted and I always saw ourselves having a national company, even with our first project in Ashville, North Carolina. I think in any business you have to be opportunistic or you risk missing the boat. That said, you have to do your homework and make calculated decisions that best position your enterprise for future success. We are out

there every day looking for new markets and projects that make sense for our company and we have a very robust development pipeline as a result. But as we grow across the country, we want to make sure we grow in a calculated, metered way. We are trying to build operationally efficient clusters around the country as we grow. Yes, we want to be national, but we also want to have efficient sub regions across the nation that we have can manage well.

Mr. Rollins: It is like anything you do. You start a company and you are driven by opportunity. However, we have been disciplined since the very start to plan each year's growth and where we would expand our geographic footprint. Every deal we make or consider making is carefully analyzed to ensure it fits into our long-term strategic growth plans. We have always tried to have in place a strategic five-year look at where we want to go and follow that plan. Obviously, we update it each year for new information that we have gathered, but we have been focused on using this plan to manage our growth in a responsible manner.

CEOCFO: Why do students want to be in a Campus Crest facility?

Mr. Rollins: Students want to live in a Campus Crest facility because we offer some of the largest bedrooms that feature independent bathrooms and walk-in closets. We also offer top-quality apartment furnishings that have been custom made to fit our specifications. We have a robust resident life program that we run day in and day out, which is called S.C.O.R.E.S. This stands for Social, Cultural, Outreach, Recreational, Educational and Spiritual. We use this program at all of our properties to try and integrate each student into the fabric of our communities. So our properties are not just a place to live, they are a place where residents can build a strong social infrastructure. We want our communities to be a home away from home for students. When you add up the quality, the size and the lifestyle there is a value in-

herent in what we are offering these kids. I do not think they will find another property quite like ours in the market. I mentioned the word value, because if you look at our ability to deliver a prototypical asset and our cost advantage in doing so, it enables us to make it a great value for the kids. We are focused on creating a high value product that addresses the student housing needs across a broad section of America, especially in secondary markets that are typically underserved.

CEO CFO: Are students generally aware of the Campus Crest Communities brand?

Mr. Rollins: I would say that our brand makes a difference and let me tell you why. Number-one, it is a recognizable brand across schools and the schools talk to each other. There is a good cross-pollination there that goes on. Number-two, it creates awareness within the same state. We have siblings attending universities in the same states where we have projects across that state, so it is very likely that we will have a student that lives with us in one location and his or her sibling will live with us in another location in the same state. Number-three, having multiple locations in one state and it is a very efficient way for us to allocate marketing dollars. Therefore, we are able to use our marketing dollars more efficiently and gain better penetration. It also allows us to have higher quality collateral, higher quality giveaways, and higher quality marketing goods and services. This is because we are making all these things with with one brand versus across multiple brands for every property. Finally, when you look at our sponsorship, our outreach and our programs across the country, it creates a sense of community among our different properties and a common focus. This is particularly effective with our internal promotions among our employees. So, it has done a number of great things for us.

Mr. Hartnett: Every time we go to a location, we have this triple bottom

line, as we call it. It is a triple goal, where we are trying to bring positive impact both economically, socially, and environmentally to every college town that we bring a project to. That story is growing and these students are getting involved in it. They understand it and are buying into it. I would definitely agree that our brand identity is growing.

CEO CFO: What about the giving-back; what is Campus Crest doing for the community?

Mr. Rollins: Giving back is the number-one focus we have in this company. If you heard what Michael said, there is really an internal focus on what we call people and planet. It is three-legged. We focus on stewardship for the environment and the planet. We focus on being socially

We focus on stewardship for the environment and the planet. We focus on being socially responsible in each of our markets and globally. Finally, we focus on providing excellent returns to our shareholders. That is all under our sustainability management plan that we have as a company. This initiative goes all the way down to how we design and operate our buildings, to how we run our resident life programs, to how we interact with the communities. It is a all encompassing program. - Ted W. Rollins

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We have a number of ongoing initiatives that are focused on giving back. For example, we have cross promotions with the Red Cross on blood drives. We have scholarship programs that we give in every market. We are tied to Horatio Alger, which is the largest private national scholarship fund in America that gives scholarships to underprivileged kids. We partner with them and provide a matching housing scholarship. We have internally promoted goodwill

through various sports teams through various community outreach events, such as, at Christmas we give bikes to underprivileged kids. This year we gave them out in four cities. Next year we have got other people reaching out and saying "Hey, we really like what you did; we want to do it with you". So, that is a growing program.

At Thanksgiving, we have outreach groups that give turkeys to families in need in different cities across America. We have a lot of exciting programs anywhere from tutoring with Big Brother and Big Sister to partnering with local organizations in different communities to have days where we allow them to use our amenities to have a social program. For us it is about improving the human condition, not only in our corporate location, but across the country.

CEO CFO: There are special challenges when responsible for college kids. How do you deal with those challenges and how do you get the right people with the right temperament and skills at each location?

Mr. Hartnett: You are right. There is no way you can manage the student community like conventional apartments. You cannot

close the door at five o'clock. However, we pride ourselves on having a hands-on, hospitality based management style. We have a general manager and leasing manager that live on the properties 24/7. We have experienced maintenance men and maintenance techs at our properties. We also hire nine to ten upper classmen that are live/work students. I would rather not call them RAs like in a dorm, but it is somewhat similar to that where they work for us and part of their responsibility is to help manage the relationship our community has with its residents. They obviously have tasks for them to do like leasing, keeping the community clean, and getting involved in our calendar of events. They also manage groups of students across the community. They are there to be a support system for our residents. We have a great group of folks out there that are very well

educated. They are coming into the corporate office on a regular basis with our team and getting the tools and skills they need to succeed. We have a good group of well-trained folks that are hands-on at our properties.

CEO CFO: What has changed most in your plan since you started?

Mr. Rollins: As any company grows, there are often changes in terms of your team and policies. You also need to regularly tweak the company's focus to meet new challenges so that the enterprise is best positioned for future growth. We believe we have made a number of necessary, positive changes as we have grown as a company. What we have done is to go from a hands-on entrepreneurial setting into more of a mentoring and teaching setting where we are growing people. We built our business, we built our systems, and now we are building up our people's knowledge and skill set, which is extremely important. To accomplish this we have implemented training programs and mentoring programs. These programs have been well accepted by our employees and we have received a lot of positive feedback as well as results. Our job is to give opportunities to and make opportunities for our team members across the country. So while our company grows and flourishes they have the opportunity to do the same. That has been the shift in focus for us.

Another change is that we are now a publicly traded company. Being a public company comes with a new set of rules and responsibilities and we have adapted well. Operating as a public company provides us with a new type of financial flexibility that we did not have when we were a private enterprise. We can now access the public markets for capital to grow our business. Going public was a big milestone for our organization and this achievement is a testament to the hard work and dedication of our employees over the years.

CEO CFO: What is the turnover rate?

Mr. Rollins: It depends. We have different levels of employees. At the corporate office, it does not tend to be

very high. In the field, each property has a professional staff: a general manager, sales manager and a maintenance manager. Then there are the nine students that work for us, like an RA, but we call them rock stars or community assistants. You have a higher turnover in them, because they are graduating and going on with life. We run probably on average 20% to 25% in the company.

CEO CFO: Do students tend to come back semester after semester?

Mr. Rollins: Absolutely! They come back to experience what we have. Generally, this is what happens; a student comes after his or her freshman year when most of them are required to live on campus. They come to us as sophomores and juniors, and keep in mind junior these days is a very loosely defined term. It could be one or two years, so they are either with us from two to three years. Typically, when they are a senior they move into a house that has been handed down by another upper classmen. So, you have a natural progression; in the dorms, with us, and then in a house. Based upon that, we have an approximate retention rate of 40%.

CEO CFO: What is the financial picture like for Campus Crest Communities?

Mr. Rollins: We are stronger than we have ever been. We recapitalized our company in 2010 thanks to a lot of our banking relationships. Some of our primary ones are Raymond James, Citi, and Barclays. We have paid debt down in the forty percent range, which is low. We have access to capital, we just completed a preferred stock offering and we have fully funded all our projects through another year so we are ahead of the curve. We had access to capital, our margins are up year over year substantially, our leasing is up year over year substantially, and we continue to grow at a robust clip. Keep in mind that we grew up through our public offering an average compound annual growth of roughly 93% – 94%. We have always been a growth company, and our financial picture is stronger than it has ever been.

CEO CFO: What keeps you up at night?

Mr. Rollins: Well, there is a dog that barks next door! What keeps us up at night is trying to stay ahead of this tremendous organization and its growth. Then there is the excitement of our people and making sure, we are out front leading the way and that we are giving what we need to give to our people, our communities, and to all of our stakeholders. Just making sure, we continually think through and update our strategic plan for growth and that we are out there in front doing the best we can in our leadership roll.

Mr. Hartnett: Anytime you have, a high growth sector like student housing is in right now, capital to fund growth is always an issue. We fortunately have access to capital to fund our robust development pipeline. However, human capital becomes a real need in our growing company, so we want to make sure we keep, retain, and motivate our folks and not lose them to competitors. We have a very motivated committed group of people.

CEO CFO: Do you do much investor outreach?

Mr. Hartnett: We do that every month. We speak to our investors. Every month we are out with one of our equity capital markets desks, meeting with investors.

CEO CFO: Final thoughts, why should investors pay attention to Campus Crest Communities?

Mr. Rollins: First of all, we are in an excellent market niche. The student housing market only continues to grow in colleges and universities, enrollments continue to grow in colleges and universities, so if you look on a macro basis in that sector, it is a good play. Not only is it continuing to grow, but it is almost a little bit of a hedge too because we continued to grow in a down cycle. Also, because we are the new kid on the block, in regards to our two other public peers, we are still having to prove ourselves, so we trade at meaningful discount to our asset value and we have an excellent yield. Therefore, if you are an investor

wanting growth, yield, and a company that is going to continue growing and has yet to have that recognized by the street, this is an excellent time to get

in, because we are at a very attractive price now. We have a lot of great growth plans, we are capitalized for them and our leadership team is a

strong team that is really doing great things.



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