

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

For further information contact:
Beth Bobst, Director of Marketing
The Pineapple Corporation
Phone: (904) 223-7024
bbobst@thepineapplecorp.com
www.thepineapplecorp.com

Maxine McBride, President
Clockwork Marketing Services, Inc.
Phone: (904) 280-7960
Fax: (904) 280-2567
maxine@clockworkmarketing.com
www.clockworkmarketing.com

THE PINEAPPLE CORPORATION UNVEILS NEW WEBSITE

JACKSONVILLE, Florida – The Pineapple Corporation announces the launch of its newly designed website that, among the many useful features, includes a comprehensive listing of the company’s semi-custom homes available for quick delivery. The chic, innovative site can be found at www.thepineapplecorp.com.

“Visitors to our new website will find it to be a valuable tool to aid them in obtaining information about our distinctive homes, communities, our company and the lifestyle awaiting them when they purchase a home by The Pineapple Corporation,” Executive Vice President/Chief Financial Officer Spencer T. Calvert said. “The Internet is a vital resource for many when searching for a new home. The redesign of our website gives us a stronger Internet presence and makes virtual visits more interesting and informative.”

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The new website, designed by Intra-Focus, features a clean, user-friendly layout with beautiful pictures, detailed artistic renderings and a wealth of information. The new site also offers more tools for buyers and homeowners alike to utilize including an online warranty service request form and a current list of custom and semi-custom homes that are available. With a few simple clicks, website visitors can see the dates homes are scheduled to be available and read about the unique features and architectural characteristics that make a home built by The Pineapple Corporation truly unique. Visitors will see a glimpse of the recreational opportunities they can enjoy as Palermo homeowners and new social members at the prestigious Glen Kernan Golf and Country Club. A social membership to Glen Kernan is included with the purchase of a new home in Palermo, The Pineapple Corporation's European village-style community located on Hodges Boulevard.

Palermo is an elegant gated community that features semi-custom courtyard homes in a picturesque setting. The Pineapple Corporation is offering two product lines within Palermo – The Magnifico Collection and The Primo Collection. Homes in The Magnifico Collection range from 2,489 to 3,245 square feet and are priced from the \$500s, while homes in The Primo Collection are priced from the \$600s and range from 3,120 to 4,586 square feet. All of the homes feature the highest quality craftsmanship and attention to detail. The designs are ideal for families of any size and feature contemporary floor planning with considerable open space for comfort, elegance and balance. Several floor plans offer a private guest casita with a full bath, ideal for use as an in-law suite, nanny quarters or home office. Among the many captivating features

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The Pineapple Corporation has incorporated into each residence are the open courtyards that can be transformed into a private garden with fireplace, fountains or landscaped planters. From stone accents to intricate wood trim, no detail has been overlooked in creating classic designs that establish a true sense of arrival.

Residents of Palermo will enjoy onsite community recreation amenities including a swimming pool, spacious lanai, two multi-purpose rooms, an exercise room, women's and men's facilities, and community pavilion. Construction on the amenities is expected to be complete by summer 2007.

The Pineapple Corporation has four beautifully decorated models open for tours Monday through Saturday from 10 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. For more information, contact Kurt Morgan at (904) 223-8793.

The Pineapple Corporation is the fastest growing premier builder of luxury custom and semi-custom homes in Northeast Florida. The company's award-winning designs convey elegance, superior quality and building excellence. The Pineapple Corporation's homes are showcased in the area's most exclusive neighborhoods including Glen Kernan Golf and Country Club, Villini at Glen Kernan and Palermo, the company's new European village-style community.

For more information about The Pineapple Corporation, call (904) 223-7024 or visit www.thepineapplecorp.com.

Photo: The Pineapple Corporation's new website features a clean layout and user-friendly tools to aid buyers in their home buying decision.

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