

The Pineapple Corporation Press Release

February 14, 2007

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

WORK OF DESIGNWORKS SHINES IN THE PINEAPPLE CORPORATION'S NEW MODELS AT PALERMO

JACKSONVILLE, Florida – Denver-based interior design firm, DesignWorks, spans the country creating timeless interiors for a variety of local, regional and national residential and corporate clientele. In Northeast Florida, the award-winning company lent its expertise to The Pineapple Corporation's four stunning new model homes at Palermo.

“DesignWorks is a talented interior design firm with the expertise to bring a floor plan to life and give it the feeling of a home, not simply model on display,” said Executive Vice President/Chief Financial Officer Spencer T. Calvert. “Our new models at Palermo are as distinctive on the inside as they are on the exterior and each home provides something exciting for visitors to discover.”

According to DesignWorks Project Manager and Design Director Diana Ellis, the key to a winning interior design scheme is an understanding of a builder's vision and

-more-

floor plan, and knowledge of the target market. For the Pineapple Corporation's models at Palermo, DesignWorks capitalized on the attractive European-inspired exterior architectural designs and continued those themes throughout the models. By using a variety of colors, textures and fabrics, DesignWorks gave each home a distinct and memorable personality.

In the Magnifico IV model, the casual Coastal Mediterranean feel is accentuated with the use of deep chocolate, lime and crisp white hues. Ellis and her team at DesignWorks contrasted lighter fabrics with darker furniture to give the home a tropical, Tommy Bahama effect. The home was merchandised for a young family whose children would delight in the separate living space upstairs, which features a large game room with cool furnishings, television, games and arcade machine, along with a technology center located in the hallway atop the stairs.

Among the home's many inspiring attributes is its formal dining room. DesignWorks used dramatic lime green walls to create a stunning contrast to the room's rich brown dining table, hutch and tropical wall accessories. The room also features a tiered ceiling with crisp white crown moulding and a barrel archway leading to the gourmet kitchen.

The entertainment/great room in the Magnifico IV is one of the home's most eye-catching rooms. Using varying shades of brown, khaki and lime, DesignWorks created a room that invites guests to sit down, relax and enjoy their surroundings. A plush, chocolate rug and rich cypress wood ceiling panels add to the room's cozy feel.

In The Pineapple Corporation's Primo IV model at Palermo, warm cinnamon,

-more-

olive and mustard tones were used to create a rustic ambiance that coincides with the home's Tuscan architectural theme. Textures, deep tone paint and ambient light from the home's many windows make a statement in each room while contributing to the overall character of the home.

The large kitchen features a precast stone hood that provides a striking contrast to the espresso cabinetry. To showcase its size, DesignWorks included a granite table with contrasting chairs as an extension of the island. It also has travertine floors laid with a variety of tile sizes, granite countertops and an intricate tiled backsplash. Decorative pasta and wine accents add to the Tuscan theme. The spacious kitchen flows into the formal dining room and family room, which feature complementing colors and finishes. Large windows provide ample natural light and enhance the warm, olive walls in the dining room. An elegant place setting on a dark wood table with leather chairs echoes European sophistication while the exposed pecky cypress beams and tray ceilings add style to this impressive room.

The faux-finished cinnamon walls create a comfortable atmosphere and Old World Charm in the elegant family room. The family room showcases espresso bookcases located on both sides of a stone, gas fireplace. It also features exposed pecky cypress beams that highlight tray ceilings.

These two beautiful models and two additional elegantly decorated models are open Monday through Saturday from 10 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. For more information, contact New Home Consultant Kurt Morgan at (904) 223-8793.

-more-

DesignWorks is owned by Letty Rozell and has been in business for 30 years. The company specializes in residential model home merchandising as well as commercial projects for builders such as recreation centers and sales offices. DesignWorks serves clients in Arizona, California, Florida, New Mexico, Idaho, Indiana, Illinois and Colorado and has received numerous awards and accolades for its work. Some of the design firm's achievements include Gold and Platinum awards from the National Association of Home Builders' (NAHB) Senior Housing Council, as well as Gold, Silver and Bronze Key awards for design excellence.

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.

Photography:

#1: The Pineapple Corporation's Magnifico IV model features a dining room with "wow."

#2: The kitchen in the Primo IV is as beautiful as it is functional.

###