

# The Pineapple Corporation Press Release

April 24, 2007

## **FOR IMMEDIATE RELEASE**

For further information contact:  
Beth Bobst, Director of Marketing  
The Pineapple Corporation  
Phone: (904) 223-8793  
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 WINS THE GRAND LAUREL AWARD**

JACKSONVILLE, Florida – The Pineapple Corporation’s dedication to building timeless residential environments was recognized at the 2006 Laurel Awards when the homebuilder received The Grand Award, which is the most celebrated Laurel Award given to a builder for the best overall product architecture and design and marketing program. The Pineapple Corporation also received a Laurel Award for Best Sales Office Under 800 Square Feet.

“We are genuinely honored to be recognized by the Laurel Awards judges and our peers in the building community for our unique design and craftsmanship in Northeast Florida,” said President Jim Ash. “The Grand Award is a testament to our employees’ hard work and persistent efforts to be the leading custom and semi-custom homebuilder in our area.”

Hosted by the Sales and Marketing Council of the Northeast Florida Builders

-more-

Association, or NEFBA, the Laurel Awards are presented each year to professionals in the building industry who have demonstrated sales, building and design experience. In its 12<sup>th</sup> year, the Laurel Awards has become one of the most renowned and respected award ceremonies within Northeast Florida's building industry.

The Pineapple Corporation received The Grand Award, the most celebrated award given to a NEFBA builder at the event, for its overall product and marketing program, including product design, interior design and market approach. The company's products range from semi-custom homes in communities such as Villini at Glen Kernan and Palermo to multi-million dollar spectacular luxury custom homes. Each home built by The Pineapple Corporation exudes elegance and sophistication while displaying only the highest level of artisanship and attention to architectural design.

"We are passionate about continually raising the bar and setting a new standard of luxury living in Northeast Florida," Ash said. "Every home we build is an example of our unparalleled attention to detail, design and superior craftsmanship."

In addition to winning The Grand Award, The Pineapple Corporation took home the Best Sales Office Under 800 Square Feet award for its Sales Center at Palermo. The 749-square-foot Sales Center reflects the community's elegant homes and picturesque European-style setting. The beautifully designed and decorated Sales Center is equipped to provide prospective buyers with a wealth of information about the award-winning company, the Palermo community and its two distinctive home product lines – The Magnifico and The Primo Collection – and the almost unlimited opportunity for purchasers to personalize their new homes.

-more-

“Both awards are a tribute to the dedication of our homebuilding and development teams,” said Executive Vice President/Chief Financial Officer Spencer T. Calvert. “We are honored by the distinction and will continue to provide homeowners with the unique quality designs and custom luxury living they have come to expect from the Pineapple Corporation.”

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](http://www.thepineapplecorp.com).

**Photo:**



**#1.)** Executive Vice President Spencer T. Calvert, Paulette Ash, President Jim Ash and Director of Marketing Beth Bobst receive two 2006 Laurel Awards for the Pineapple Corporation – The Grand Award and Best Sales Office Under 800 Square Feet.

###