

The Pineapple Corporation Press Release

May 31, 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 SILVER AWARD IN 2007 PARADE OF HOMES

JACKSONVILLE, Florida – The Northeast Florida Builders Association recently recognized The Pineapple Corporation for its beautiful home designs with a silver award in the 2007 Parade of Homes competition. The custom and semi-custom homebuilder won the award for the Primo IV Tuscan model at Palermo, its new European village-style community off Hodges Boulevard.

“Winning an award in the Parade of Homes competition is a tribute to The Pineapple Corporation’s vision of building timeless residential environments where luxury blends with comfort and style,” said President Jim Ash. “We are pleased to be recognized by the Northeast Florida Builders Association and will continue our mission of creating unique homes and communities.”

The Primo IV Tuscan model by The Pineapple Corporation won the silver award

-more-

in the 2007 Parade of Homes' \$900,000 to \$1 million category with an as shown price of \$939,000. The two-story home, which starts at \$824,400 and is one of six plans offered in The Primo Collection at Palermo, features 3,874 square feet of living space, four bedrooms including a private guest casita, four-and-a-half baths and a three-car garage.

Beyond the home's arched entryway, visitors will discover an intimate courtyard with a privacy wall for quiet evenings and seclusion. From the courtyard, there is also access to the home's guest casita with a guest bath, formal entry and kitchen. Entrance into the home reveals a magnificent foyer and a grand two-story library with built-in bookshelves. Beyond the home's beautiful entrance is the elegant gourmet kitchen, featuring granite countertops, European raised panel stained cabinetry, recessed lighting, stainless steel appliances, Kohler faucets and more. Just off the kitchen, the spacious entertainment room gives way to the morning room and beautiful formal dining room as well as the grand outdoor lanai.

Providing retreat on the other side of the home is the master suite and bathroom, featuring his-and-her vanities, granite countertops, a separate oversized walk-in shower, spa tub with tile surrounds and walk-in master closet. Also on the other side of the home, visitors will find the laundry, powder and mud room. The second story of the home features two bedrooms, a loft and a bathroom.

In addition to its graceful floor plan, the Primo IV Tuscan model features a custom stone mantle with stone fireplace, Kohler™ faucets, sinks and tubs, granite countertops, European-style cabinetry, long-lasting porcelain ceramic tiling and plush

-more-

wall-to-wall carpet throughout the living areas. The homes in Palermo also feature Monier Concrete Lifetile Roofs™ and Hurd Low E Casement Windows™.

When finished, Palermo will feature 133 masterfully crafted semi-custom courtyard homes from The Pineapple Corporation's two distinct product lines – The Magnifico Collection and The Primo Collection. In The Magnifico Collection, homes are priced from the \$500,000s and range from 2,489 square feet to 3,245 square feet. Homes in The Primo Collection are priced from the \$600,000s and range in size from 3,120 square feet to 4,586 square feet.

The fully merchandised models and the sales center at Palermo are open from 10 a.m. to 5 p.m. Monday through Saturday and noon to 5 p.m. on Sunday. The community is located on Hodges Boulevard between J. Turner Butler Boulevard and Beach Boulevard. For more information, contact New Home Consultant Kurt Morgan at (904) 223-8793.

The Pineapple Corporation adds the 2007 Parade of Homes silver award to The Grand Award it recently received at the Laurel Awards for the best overall product architecture and design and marketing program. The homebuilder also received a Laurel Award for Best Sales Office Under 800 Square Feet.

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

-more-

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:

1.) The Primo IV Tuscan model by The Pineapple Corporation won the silver award in the 2007 Parade of Homes' \$900,000 to \$1 million home category.

###