

The Pineapple Corporation Press Release

July 26, 2007

FOR IMMEDIATE RELEASE

For further information contact:
Beth Carper, 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
maxine@clockworkmarketing.com
www.clockworkmarketing.com

THE PINEAPPLE CORPORATION NEARS COMPLETION OF AMENITIES AT PALERMO

JACKSONVILLE, Florida – Palermo, The Pineapple Corporation’s new European-inspired community on Hodges Boulevard, is making a name for itself as one of Northeast Florida’s finest semi-custom home neighborhoods. As the community continues to develop, The Pineapple Corporation is nearing completion of the neighborhood’s extensive amenity facilities.

“The buyers who are choosing Palermo as their neighborhood can rest assured that they will have the finest amenities close at hand,” said Spencer T. Calvert, executive vice president/chief financial officer. “Keeping in form with the community’s style, the amenities will echo the distinctive European architectural design that sets this neighborhood apart from so many others.”

When complete, the amenities at Palermo will include a recreational facility,

-more-

Gate House and Community Pavilion. Palermo's Gate House features a beautiful Tuscan tower as the hallmark of the community's European influence. The 3,714-square-foot recreational facility will be located next to the swimming pool and will feature a welcoming covered entry, spacious lanai, loggia, two multi-purpose rooms, an exercise facility and women's and men's restrooms. At the Community Pavilion, residents can enjoy two summer kitchens with 36-inch grills and sinks for summer cookouts and neighborhood gatherings.

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. Buyers can choose from eight one- and two-story floor plans that feature up to four bedrooms and four-and-a-half bathrooms. Most of the Magnifico homes feature a private courtyard, covered lanai and a two-car or tandem two-and-a-half car garage.

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. One- and two-story courtyard designs are available with four bedrooms and up to four bathrooms. Many of The Primo Collection designs feature a private guest casita, covered lanai and two-and-a-half or three-car garages.

Phase Two of Palermo is selling at a rapid pace and some homes are available for immediate move-in. All of the homes feature unique architectural details and stunning designs that create a timeless residential environment. Every home in the community

-more-

boasts brand names such as GE, Hurd Windows and Doors, and The Bold Look of Kohler as well as the highest quality finishes like natural stone and other solid surface materials.

All new homebuyers at Palermo have the opportunity to become social members at Glen Kernan Golf and Country Club, and buyers who select an inventory home will also receive a full golf membership to the prestigious club.

The four new decorated 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. For more information, call (904) 223-8793.

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 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.

Photos:



The Gate House at Palermo



Palermo's Community Pavilion

###