

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION ENJOYS SUCCESSFUL YEAR WITH NUMEROUS AWARDS

JACKSONVILLE, Florida – Success is sweet at The Pineapple Corporation this year as the luxury homebuilder has already received numerous industry awards, including two Laurel Awards, the Good Neighbor Award and a 2007 Parade of Homes silver award.

“There are few things as rewarding as being honored by your peers and industry associates for the products and services you offer, especially in such a dynamic market like Northeast Florida’s,” said Spencer T. Calvert, Executive Vice President/Chief Financial Officer of The Pineapple Corporation. “This has been a successful year for us in terms of awards and recognition, and we only hope to compound on that success in the years to come.”

The custom and semi-custom homebuilder’s dedication to building timeless residential environments was recognized at the 2006 Laurel Awards with The Grand

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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.

In addition to the two Laurel Awards, The Pineapple Corporation received a silver award in the 2007 Parade of Homes competition hosted by the Northeast Florida Builders Association. The homebuilder was recognized for its Primo IV Tuscan model at Palermo, its new European village-style community off Hodges Boulevard. The two-story home, which won in the \$900,000 to \$1 million category, is one of six plans offered in The Primo Collection at Palermo and 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. Two product lines – The Magnifico Collection and The Primo Collection – are available at Palermo. Prices in The Magnifico Collection start from the \$500,000s, and The Primo Collection begins in the \$600,000s.

The Pineapple Corporation is just as dedicated to building timeless homes as it is to being an active participant in the community. For its volunteer and charitable endeavors in the Jacksonville community, the homebuilder recently received a 2007 Good Neighbor Award from *Jacksonville Homebuyer* magazine and the Northeast Florida Builders Association. The Pineapple Corporation is an avid supporter of local and national organizations such as the Northeast Florida Cystic Fibrosis Foundation, Junior Achievement, National MS Society, Daniel Foundation, Friends of Fletcher, American Cancer Society, Habitat for Humanity and Episcopal High School. Ash is currently chair and president of the Cystic Fibrosis Foundation's 2007 Advisory Board, and The

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Pineapple Corporation was also a presenting sponsor for the foundation's largest fundraising events, Moonlight Martinis and The Lending Group 65 Roses Golf Tournament.

"We are passionate about our customers, our homes and our community," Calvert said. "Everything we do is centered around the goal of creating a better living environment for our homebuyers and the residents of Jacksonville."

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.

Photos:



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



2.) Jim Ash (second from left), president of The Pineapple Corporation, is also president of the Cystic Fibrosis Foundation's 2007 Advisory Board and has established a business plan to raise more than \$1 million for the Northeast Florida Cystic Fibrosis Foundation. Pictured from left to right are Claudia Werner, Jim Ash, Dana Troeger and Jim McCarthy.



3.) The Pineapple Corporation received a silver award in the 2007 Parade of Homes competition hosted by the Northeast Florida Builders Association for its Primo IV Tuscan model at Palermo. The two-story home won in the \$900,000 to \$1 million category.

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