

The Pineapple Corporation Press Release

August 29, 2007

FOR IMMEDIATE RELEASE

For further information contact:
Beth Carper, Director of Marketing
The Pineapple Corporation
Phone: (904) 223-8793
bcarper@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 WELCOMES FIRST RESIDENTS TO PALERMO

JACKSONVILLE, Florida – From business owners and retirees to dentists and Realtors, people from all walks of life are settling into their new homes at Palermo, The Pineapple Corporation’s newest European village-style community off Hodges Boulevard.

“It’s exciting to see all the moving vans pull into the neighborhood and watch as the community comes alive with our first residents,” said Spencer T. Calvert, Executive Vice President of The Pineapple Corporation. “These first families are already enjoying their beautiful homes and the community’s close proximity to the Beaches, Southside and Downtown.”

Many of Palermo’s first residents were familiar with The Pineapple Corporation’s distinct homes after visiting the luxury homebuilder’s first semi-custom community, Villini at Glen Kernan. The first time Dr. Keith Blankenship and his wife viewed a

-more-

Pineapple home in Villini they knew they would soon be living in one of the company's magnificently designed residences.

“Once we saw the beautiful homes at Villini, we knew that this was our style of home and that The Pineapple Corporation was the kind of builder with whom we wanted to be associated,” Dr. Blankenship said. “My wife is from Spain so the Mediterranean architecture and character within Palermo really appealed to her. We were among the first homebuyers in this community and we could not be happier with our decision.”

Residents Shad and Ashley Seroyer share a similar experience to the Blankenships. The couple recently moved from the Beach to their new home in Palermo. They also toured Villini at Glen Kernan before deciding to buy in the homebuilder's newest community.

“We knew The Pineapple Corporation had a good reputation, and we have had a wonderful experience in this community since moving here,” Shad Seroyer said.

Like the Seroyer's, Gerald and Julie Boorse have also enjoyed settling into their new home in Palermo. Making their way from the Beaches, the couple purchased a Magnifico II home that features four bedrooms and three bathrooms. As the second residents to move into the community, the Boorses have already settled into their new home and are looking forward to their new lifestyle in the neighborhood.

“We moved into our home in early May and have already begun to form great friendships with our neighbors,” Julie Boorse said.

-more-

Kristie and Fred Pape also made their way from the Beaches to Palermo. The couple purchased a Country French home that features four bedrooms, three bathrooms, an enlarged family room and a lanai.

“After looking at the initial floor plans, we decided to go with the optional expanded great room,” Kristie Pape said. “They helped us build a home that we will enjoy for years to come.”

As the first residents settle into Palermo, The Pineapple Corporation is still offering homebuyers a chance to live in this European village-style community. Already in phase two of development, Palermo features two distinct lines of courtyard homes – 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 courtyard, private guest casita, covered lanai and two-and-a-half or three-car garages.

From open courtyards that can be turned into private gardens to casita suites perfect for guests, in-laws or nannies, the semi-custom homes in Palermo showcase

-more-

stunning designs and unique features that create a timeless residential environment. 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. To learn more about Palermo, call John DeWane or Jessie McFarland at (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.

For more information about The Pineapple Corporation, call (904) 223-7024 or visit www.thepineapplecorp.com.

Photo:



1.) First residents Shad and Ashley Seroyer recently moved from the beach to their new home in Palermo.



2.) Dr. Keith Blankenship is one of the first residents at Palermo, The Pineapple Corporation's newest community off Hodges Boulevard.



3.) First residents Kristie and Fred Pape enjoy their new Palermo home.



4.) Gerald and Julie Boorse at their new home in Palermo.



5.) Palermo is The Pineapple Corporation's newest European village-style community located off Hodges Boulevard.

###