

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION HOSTS REALTOR TOUR AND LUNCHEON AT PALERMO

JACKSONVILLE, Florida - The Pineapple Corporation recently treated 23 Realtors from Prudential Network Realty's Atlantic Beach office to lunch and tours of Palermo, its new European village-style community on Hodges Boulevard.

"This luncheon and tour was a great way for Realtors to become acquainted with our community and really get a feel for the lifestyle we are offering at Palermo," said Spencer T. Calvert, Executive Vice President of The Pineapple Corporation. "The Realtor community is an important part of our success at Palermo and we are pleased they could attend this event."

At the luncheon, Realtors toured four beautifully decorated models and four homes ready for convenient move-in at Palermo. New home consultants John DeWane

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and Jessie McFarland made presentations and provided educational materials to the Realtors as well as awarding a prize drawing of a \$50 Carrabba's gift card to winner Phil Pierce from Prudential Network Realty.

When completed, 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. Most 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. Many Primo 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 four homes are available for immediate move-in. All of the homes feature elegant European architecture and Monier Concrete Lifetile Roofs that create a timeless residential environment. Every home in the community boasts brand names such as stainless steel GE appliances, Hurd Low E Casement Windows and The Bold Look of Kohler as well as distinctive design features like stone mantles with stone fireplace surrounds, generous ceramic tile and granite countertops.

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 complimentary full golf membership to the prestigious club. The four

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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. 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, the company's newest European village-style community.

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

Photo:



- 1.) The Pineapple Corporation recently treated Realtors from Prudential Network Realty's Atlantic Beach office to an afternoon luncheon. Pictured from left to right are Prudential Realtor Miwa Kouri, broker associate with Prudential Network Realty Matt Zimmerman, New Home Consultant at Palermo John DeWane and Prudential Realtor Donna Warpool.

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