

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION OFFERS BUYER INCENTIVES ON CONVENIENT MOVE-IN HOMES

JACKSONVILLE, Florida – Homebuyers who opt to move into The Pineapple Corporation’s newest community of Palermo today can receive unrivaled incentive packages. From a full golf membership at Glen Kernan to luxury upgrades at no additional cost – advantages abound in the new European village-style neighborhood.

“When buyers purchase specific convenient move-in homes at Palermo, they can receive a wealth of amenities, luxury upgrades and advantages at no additional cost to them,” said Spencer T. Calvert, Executive Vice President of The Pineapple Corporation. “We encourage homebuyers to take advantage of this added benefit when making their home-buying decisions.”

The Pineapple Corporation currently has seven convenient move-in homes available, all of which include a full golf membership to Glen Kernan Golf and Country

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Club. Four homes are ready for immediate move-in and three additional homes will be complete by the spring of 2008. Buyers who choose one of the four homes ready for immediate move-in will also receive thousands in additional luxury upgrades at no cost, as well as \$20,000 in advantages toward two special incentive packages – the Interest Rate Buydown package and the Peace of Mind package. The Interest Rate Buy Down package lets homeowners buy down the interest rate on their loan, resulting in lower monthly payments on their home, while the Peace of Mind package can be used to reimburse certain out-of-pocket costs or cover closing costs on a new Palermo home.

“The Advantage Program allows homeowners the flexibility to create packages that meet their specific needs, which ultimately makes the process of buying a home more convenient,” Calvert said.

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. Homes in The Magnifico Collection are priced from the \$500,000s and range in size 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 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-and-a-half bathrooms. Many of The Primo Collection designs feature a courtyard, guest casita, covered lanai and two-and-a-half or

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three-car garages.

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

Photos:



1.) The Magnifico VII Tuscan home is ready for immediate move-in at Palermo and comes with more than \$51,000 in luxury upgrades, a full golf membership to Glen Kernan and up to \$20,000 in advantage programs.



2.) Homebuyers who purchase a convenient immediate move-in home at Palermo receive a full golf membership to Glen Kernan.



3.) The Primo II Country French home is ready for immediate move-in at Palermo and comes with more than \$29,400 in luxury upgrades, a full golf membership to Glen Kernan and up to \$20,000 in advantage programs.

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