

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION WELCOMES SCORES OF FAMILIES DURING MEET THE BUILDER PROGRAM AT PALERMO

JACKSONVILLE, Florida – The Pineapple Corporation welcomed scores of interested home buyers to Palermo during its recent “Meet the Builder” program held at the flourishing new community on Hodges Boulevard.

“The response we had from buyers during our inaugural Meet the Builder event was very positive and guests enjoyed the opportunity to speak directly with the company’s executives,” Executive Vice President/Chief Financial Officer Spencer T. Calvert said. “The event offered insight into our construction practices and the design of our unique semi-custom homes. It also allowed us to show our appreciation for buyers’ support.”

Calvert, along with The Pineapple Corporation President Jim Ash and Senior Vice President of Semi-Custom Operations Don Milner, greeted visitors in the new Palermo

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sales center, answered questions about the European village-style community and gave visitors guided tours through their four beautifully decorated courtyard models, sharing the vision for the distinctive homes and community as only the builder himself could.

The Pineapple Corporation has two semi-custom product lines in Palermo – The Magnifico Collection and The Primo Collection. Homes in The Magnifico Collection range from 2,489 to 3,245 square feet and are priced from the \$500s while homes in The Primo Collection are priced from the \$600s and range from 3,120 to 4,586 square feet.

The Pineapple Corporation currently has a limited selection of inventory homes available for purchase. Buyers who select an inventory home at Palermo will receive a full golf membership to nearby Glen Kernan Golf and Country Club.

Palermo residents will enjoy an European ambiance and community recreational amenities including a swimming pool, spacious covered lanai, two multi-purpose rooms, an exercise room, women's and men's facilities, and community pavilion; as well as a social membership to Glen Kernan Golf and Country Club. Construction on the community amenities is expected to be complete by early summer 2007.

The new models and sales center are open Monday through Saturday from 10 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. For more information, contact New Home Consultant Kurt Morgan at (904) 223-8793.

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

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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.

Photo: The Pineapple Corporation's executives offered insight and a first-hand look at the company's unique designs at Palermo during its recent Meet the Builder event.

Pictured from left to right are: Executive Vice President/Chief Financial Officer Spencer Calvert, Senior Vice President of Semi-Custom Operations Don Milner and President Jim Ash.

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