

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION APPOINTS VICE PRESIDENT OF CUSTOM OPERATIONS IN NORTHEAST FLORIDA

JACKSONVILLE, Florida – The Pineapple Corporation announces the addition of Gary Mitchell as vice president of custom operations in Northeast Florida.

“Gary’s credentials and range of projects he has been involved with in the Northeast Florida market made him the perfect candidate to lead our custom operations,” said Executive Vice President/Chief Financial Officer Spencer T. Calvert. “We are pleased to welcome Gary to our team creating one-of-a-kind dream homes for families across the First Coast.”

In his role, Mitchell oversees the daily operations of The Pineapple Corporation’s custom home business including product development, purchasing and estimating, construction management, and customer warranty services.

During his 10-year career in the residential building industry, Mitchell has built or

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managed the construction of more than 700 single-family homes. Prior to joining The Pineapple Corporation, Mitchell served as the regional construction manager for one of Florida's foremost community developers where he received numerous accolades for his work.

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.

Photo:

#1: Vice President of Custom Operations Gary Mitchell

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