

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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PALERMO MODELS SHOWCASE VARIETY, VERSATILITY

JACKSONVILLE, Florida – When The Pineapple Corporation launched its new home collection at Palermo, the company wanted to give buyers the opportunity to see the variety and versatility of its semi-custom homes. The company built four beautifully merchandised models showcasing its two collections available in Palermo that are open for tours seven days a week.

“We are proud of our new designs at Palermo and want visitors to have the chance to tour, touch and feel homes from both product lines,” said Executive Vice President/Chief Financial Officer Spencer T. Calvert. “Our team did a wonderful job capturing the charm of these magnificent homes while highlighting all the unique features that make these designs so special.”

The four models – two from The Magnifico Collection and two from The Primo

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Collection – are gracefully situated near the entrance of Palermo to welcome visitors. The first home guests tour is the Magnifico VIII model, a two-story floor plan with a spacious great room, formal dining room and side courtyard. This inviting model features a warm color scheme and Tuscan influences throughout. The home has 3,245 square feet with four bedrooms and four-and-a-half baths.

The Magnifico IV, the next model in Palermo, offers Coastal Mediterranean flair with 2,959 square feet of space, three bedrooms, two-and-half baths, a formal dining room, comfortable great room and side courtyard. The luxurious master suite is located on the first floor while the secondary bedrooms are upstairs, providing the utmost in privacy.

Following the Magnifico IV are two homes from The Primo Collection. The Tuscan-inspired Primo IV model features four bedrooms, four-and-a-half baths including a private guest casita with a full bath. Among the many inspiring features in this home is its grand library boasting two-stories of elegantly crafted bookshelves. Buyers who select this floor plan have the option of closing the library and making it one story to accommodate a bonus room on the second floor.

The Pineapple Corporation's Primo III features an engaging Country French exterior and quaint side courtyard. This model is a two-story design with 3,541 square feet, four bedrooms including a private guest casita and three-and-a-half baths. The guest casita provides an ideal space for a mother-in-law suite, visiting guests or for a home office.

Homes in The Magnifico Collection are priced from the \$500s and homes from

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The Primo Collection are priced from the \$600s.

All new home purchasers at Palermo have the opportunity to become social members of the prestigious Glen Kernan Golf and Country Club where they can enjoy a wonderful selection of amenities. The Pineapple Corporation currently has a limited selection of inventory home available for purchase. Buyers who select an inventory home at Palermo will also receive a full golf membership to Glen Kernan Golf & Country Club.

Once complete, Palermo will feature 133 elegant courtyard homes in a picturesque European village-style setting. Residents will enjoy community recreation amenities including a swimming pool, spacious lanai, two multi-purpose rooms, an exercise room, women's and men's facilities, and community pavilion. Construction on the amenities is expected to be complete by early summer 2007.

The new models 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) 339-1166.

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.

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

Photography:

#1: The Pineapple Corporation's Magnifico IV model features a Coastal Mediterranean exterior at Palermo.

#2: The den in the Magnifico IV model at Palermo is warm and inviting.

#3: The Magnifico VIII at Palermo displays a Tuscan exterior.

#4: Guests will delight in the movie room in the Magnifico VIII model at Palermo.

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