

# The Pineapple Corporation Press Release

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## **FOR IMMEDIATE RELEASE**

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## **THE PINEAPPLE CORPORATION OPENS SALES CENTER AT PALERMO**

JACKSONVILLE, Florida – Continuing its commitment to match buyers with the home of their dreams, The Pineapple Corporation has opened its Sales Center at Palermo.

“With one stop, buyers can obtain a wealth of information about The Pineapple Corporation, Palermo, our new Magnifico Collection, Primo Collection, and all of the distinctive design features available to make their new home suit their needs and lifestyle,” Executive Vice President/Chief Financial Officer Spencer T. Calvert said.

The Sales Center is located in the Primo III model at Palermo. Inside the Center, visitors can review The Pineapple Corporations’ eight Magnifico floor plans, six Primo floor plans, and the three exterior elevations that add to Palermo’s European village ambiance. The Pineapple Corporation’s New Home Consultant, Kurt Morgan, is available to answer questions about the semi-custom courtyard homes and take guests on

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a guided tour of the four models while detailing the wide array of options, upgrades and finishes in each home. Visitors to the Sales Center can also receive the latest information about inventory homes available and special incentives.

The Pineapple Corporation's homes in The Magnifico Collection are priced from the \$500s and homes in The Primo Collection are priced from the \$600s. All of the homes feature the highest quality craftsmanship and attention to detail. The designs are ideal for families of any size and feature contemporary floor planning with considerable open space for comfort, elegance and balance. Several floor plans offer a private guest casita with full bath, ideal for use as an in-law suite, nanny quarters or home office. Among the many captivating features The Pineapple Corporation has incorporated into each residence are the open courtyards that can be transformed into a private garden with fireplace, fountains or landscaped planters. From stone accents to intricate wood trim, no detail has been overlooked in creating classic designs that establish a true sense of arrival.

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.

Palermo's first phase is nearly sold out and the second phase of homesites is selling at a rapid pace. Once complete, Palermo will feature 133 elegant courtyard homes in a picturesque European village-style setting. Residents will enjoy community

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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 summer 2007.

The Sales Center and 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 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.

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

**Photos:** The Pineapple Corporation's sales center at Palermo is now open. The new sales center is open Monday through Saturday from 10 a.m. to 5 p.m. and on Sundays from noon to 5 p.m.

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