



St. Joe Media Contacts:	Lori Elliott 850.402.5138 April Nichols Martin Elder 212.620.7100	SouthWood 3800 Esplanade Way, Suite 330 Tallahassee, FL 32311
-------------------------	-------------------------------------------------------------------------------	---------------------------------------------------------------------

FRIGHT NIGHT RETURNS TO SOUTHWOOD'S TOWN CENTER

Spooktacular Event Fun for the Entire Family

TALLAHASSEE, FLORIDA – (October 9, 2009) –Fright Night returns to SouthWood's Town Center for the second year on October 23 from 6 p.m. to 10 p.m. An event that is fun for the entire family, activities include cookie decorating and crafts, a new spin on bobbing for apples, balloon artists, the showing of a Halloween classic on the large outdoor movie screen, and a live band performance by Crooked Shooz.

Contests throughout the evening include costume, carved pumpkin (bring your pre-carved pumpkin) and the ever-popular Guess the Weight of the Great Pumpkin.

DJ Bob Graves kicks off the festivities at 6 p.m. followed by the showing of "It's the Great Pumpkin, Charlie Brown!" at 7 p.m. Local musical favorite Crooked Shooz performs from 8 to 10 p.m. Food is available for purchase at Town Center from Subway and the SouthWood Golf Club.

Celebrate Halloween one week early in SouthWood! Please join us for this "spooctacularly" fun evening for the whole family!

SouthWood's Town Center is located at 3196 Merchants Row Boulevard, which is located off of Capital Circle Southeast. Merchants Row Boulevard is one traffic light south of Blair Stone Road and Capital Circle Southeast. For more information, visit Joe.com | Keyword: Fright Night.

About SouthWood

SouthWood is a mixed-use community where residents can live, learn, work and play. The community is situated on 3,300 acres of graceful rolling hills lined with moss-draped oaks and over 1,000 acres of community-wide interconnected green space, including numerous lakes, parks and wetlands and a 123-acre Central Park and Lake. Miles of walking trails and bike paths wind throughout the community.

SouthWood offers a championship Fred Couples/Gene Bates-designed semiprivate golf course, a Community Center with pools, and an Education Village providing lifelong learning opportunities. For more information, visit www.southwoodflorida.com.

About St. Joe

The St. Joe Company, a publicly held company based in Jacksonville, is one of Florida's largest real estate development companies and Northwest Florida's largest private landowner. JOE is primarily engaged in real estate development and sales, with significant interests in timber.

More information about JOE can be found at its web site at www.JOE.com.

© 2009 The St. Joe Company. "JOE," "St. Joe," and the "Taking Flight" design is a service mark of The St. Joe Company.