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WINDMARK BEACH ANNOUNCES ANOTHER BUILDER OFFERING A NEW HOME AND LOT PACKAGE STARTING AT \$387,500

PORT ST. JOE, Florida (October 13, 2010) WindMark Beach, a community of The St. Joe Company, has announced that it has entered into an agreement with Port St. Joe based Big Fish Construction to offer pre-construction home and lot packages starting at \$387,500.

“Thanks to the positive feedback we have received from our first home and lot package we released this past summer, we are pleased to offer an additional home and lot package that now includes the Four Winds Beach Cottage,” says Kevin Smith, vice president and project manager for WindMark Beach. “The Four Winds Beach Cottage features classic beach home amenities blended with today’s modern features and is suitable for a full-time, rental or part-time residence.”

Four Winds’ 1,700 square feet of indoor living space boasts a generously sized master-bedroom on the first floor and two bedrooms and two full baths on the second floor. The floor plan feels even more open and expansive because of the open floor plan and numerous windows that let natural light illuminate the home.

Outdoor spaces are a must for any beach home; therefore, Four Winds boasts three separate porches, providing an additional 650 square feet of living space and a connection to the outdoors. Each porch includes direct access to the surrounding low maintenance natural landscape. Additional features include custom wood cabinets and vanities, granite kitchen and bath countertops, pre-engineered hardwood flooring in living areas, hallways and kitchen, tongue and groove pine for all porch ceilings, and a painted wood pergola for one-car parking. A space behind the pergola accommodates a golf cart neatly with direct access to the kitchen area.

“The Four Winds Cottage is an outstanding value,” says Steve Newman and Bo Spring, owners of Big Fish Construction. “We are excited to be building this wonderful cottage in this quaint beach front community. WindMark Beach is a perfect backdrop for our affordable top-of-the-line product.”

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Carefully designed by Apalachicola-based George Coon, president of George Coon, Inc., the family-sized house employs a practical floor plan with spacious closets, including a large lockable “owners’ closet,” and a contemporary kitchen with a pass-through window to outside dining porch.

"What truly separates this beach cottage apart from others is its attention to planning and construction detail," says George Coon "From the exterior to the interior, every detail of this home was carefully considered. Our goal was to offer an old-Florida feel with a modern touch and I think we've accomplished that."

For more information, contact the WindMark Beach Sales and Information Center at 850.227.2400 or visit WindMarkBeach.com| Keyword: Four Winds.

About WindMark Beach

WindMark Beach is a beachfront community boasting 3.5 miles of beach on St. Joseph Bay in the charming coastal town of Port St. Joe. It is a community that appreciates its natural surroundings as homes are nestled among the old oak and pine trees, wetlands and sand dunes. Connecting the community to its greatest asset—the beach and water—are boardwalks and the BeachWalk, which offers walkers, runners and riders a path to enjoy. Homeowners have access to a pool, tot lot and Village Center, which boasts a fitness center, shops and restaurant.

About St. Joe

The St. Joe Company, a publicly held company currently based in WaterSound, is one of Florida's largest real estate development companies and Northwest Florida's largest private landowner. St. Joe is primarily engaged in real estate development and sales, with significant interests in timber. More information about the Company can be found on its website at www.JOE.com.

About Big Fish Construction.

Big Fish Construction owners Steve Newman and Bo Spring share over 40 years of construction experience. With a seasoned team of vetted subcontractors, Big Fish is able to offer their clients the highest quality craftsmanship. To date, the company has successfully completed more than 250 projects throughout Florida's Forgotten Coast. While Big Fish emphasis is on home building, the company has the ability and the experience to manage a wide range of projects including medium to light commercial construction, existing home remodels, tenant build outs and site improvements. For more information, visit BigFishConstruction.com.

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About George Coon, Inc.

George Coon, Inc. is a small, local design firm located in historic Apalachicola, Florida. The firm offers an extensive residential planning and design portfolio particularly focused on St. Joe communities. Designer George Coon has designed residences in WaterSound West Beach and WindMark Beach and is a proud member of the RiverCamps and WindMark Beach Design Review Boards. Coon is a registered British Architect (ARB) and was a member of the Royal Institute of British Architects (RIBA) and the Royal Institute of the Architects of Ireland (RIAI).

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