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**WINDMARK BEACH ANNOUNCES
NEW HOME AND LOT PACKAGES STARTING AT \$387,500**

PORT ST. JOE, Florida (August 17, 2010) WindMark Beach, a community of The St. Joe Company, has announced that it has entered into an agreement with Port St. Joe-based EcoSeascape Construction Services, Inc. to offer pre-construction home and lot packages starting at \$387,500.

“With this new agreement, EcoSeascape can now offer a quality home and lot package in a premier beach community for under \$400,000,” says Kevin Smith, vice president and project manager for WindMark Beach. “This home and lot package offers something different to the home buyer than the traditional ‘beach home.’ Extra steps have been taken with the design to offer characteristics that will appeal to a wide range of home buyers. This home will serve well as a full-time, rental or part-time residence. It is certainly a place to build memories.”

The featured home of the \$387,500 pre-construction package is titled SunRise, named in honor of WindMark Beach’s spectacular sunrises. SunRise’s architecture draws upon the traditional, Southern coastal design of the old, unpretentious beach cottages yet offers an updated modern appeal. The 2,301 square foot home offers a great room with an open kitchen and dining room and boasts 3 bedrooms, 2.5 bathrooms and 528 square feet of porches including a screened porch adjacent to the master bedroom. Options include a gas fireplace and outdoor shower.

“We are pleased to be working with St. Joe to offer affordable, well-constructed homes in the WindMark Beach community,” says Doug Anderson, president of EcoSeascape Construction Services, Inc. “EcoSeascape Construction specializes in energy-efficient, quality construction and high-end interior finishes. Qualities that are a perfect fit for WindMark Beach.”

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Designed by Port St. Joe-based architect André Bellerjeau, president of Bellerjeau Consulting Limited, the SunRise takes full advantage of WindMark Beach's natural surroundings. The home is elevated to encourage airflow beneath, offers deep overhangs to provide shade, and incorporates breezeways connected to screened areas for natural cooling and relaxing or dining outdoors — measures that still make sense in this era of energy-efficient living.

"There is a great history of vernacular architecture to draw from in this region that really helps to define a strong sense of place for this home," says Bellerjeau. "The combination of a simple yet elegant floor plan, fully-screened exterior decks and a great room with double-height volume provides the homeowner a well-planned home at a great value."

The home embraces coastal and regional architecture including the extras one would expect from an active home, such as ample storage, a large kitchen with a dining bar, an array of appliances and a pass-through window to a screened dining area. There are his and hers master closets and the master bath boasts double sinks, a bath tub with separate shower and a private water closet. A laundry area in the "Sand Room" is perfect for all of the beach towels and includes a powder room. A thoughtful accent in this room is a place to hang your keys.

The exterior of the home is designed to respond to year-round coastal weather and materials include cementitious siding, metal roofing, and a high-quality hurricane resistant window and door package — all materials that are respectful of regional design and are intended for longevity and low maintenance. A parking space for your "beach"/golf cart or bicycles is conveniently placed adjacent to covered parking with direct access to the Sand Room and kitchen adding another benefit to the home's design.

To further enjoy the beach lifestyle, the home boasts a large screened front porch that opens directly into the great room.

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

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.

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About St. Joe

The St. Joe Company, a publicly held company currently based in Jacksonville, 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 JOE.com.

About EcoSeascape Construction Services, Inc.

EcoSeascape is a state of Florida Certified Building Contractor CBC-1255797 based in Gulf County, Florida. With over 30 years of experience in both residential and commercial construction, EcoSeascape specializes in high-end interior finishes and environmentally-smart design. More information can be obtained from its website at EcoSeascape.com.

About Bellerjeau Consulting Limited

Bellerjeau Consulting Limited, a world-class architecture, design and urban planning firm, is dedicated to providing the highest level of service, professionalism, and design quality. Headquartered in Port St. Joe, Bellerjeau Consulting provides services nationally and internationally on a wide array of project types, has extensive experience with coastal residential design and enjoys an appreciated history of references and awards. More information can be obtained from the website at bellerjeaulimited.com.

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