



The St. Joe Company Announces the Creation of a New Business, WatersoundSM Weddings & Events

September 9, 2026

Storefront to be Located at Watersound[®] Town Center

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Sep. 9, 2026-- The St. Joe Company (NYSE: JOE) ("St. Joe") (the "Company") announces the creation of a new business, Watersound Weddings & Events, offering a centralized resource for weddings and special events across the expansive St. Joe hospitality portfolio and further supporting the Company's complementary strategy of creating asset-light businesses. Watersound Weddings & Events will bring together a dedicated team to assist customers in planning events across a collection of venues throughout Bay and Walton counties. The new business will provide customers with a single point of connection to explore venues, accommodations and related resources across the Company's hospitality portfolio.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260909191928/en/>



WaterColor Inn & Resort, Santa Rosa Beach, Florida

minimal capital investment while leveraging our existing assets and capabilities," said Jorge Gonzalez, St. Joe President, Chief Executive Officer and Chairman of the Board. "In this case, we are making it easier for customers to plan weddings and special events across our hospitality portfolio while creating additional opportunities to drive utilization of our hotels, resorts and other venues."

The desirability of Northwest Florida as a destination, combined with convenient nonstop air service connecting the region to seven of the 10 largest metropolitan statistical areas (MSAs) in the United States, creates a compelling opportunity to expand the Company's wedding and event business by making its hospitality resources more accessible to customers from across the country.

"The proximity of our white-sand beaches from major metropolitan markets across the country, particularly throughout the Southeast and Texas, combined with our wide range of high-quality resort venues and accommodations and experienced team of event professionals, positions this new business for growth and the potential to become a significant contributor to our family of service companies, including Watersound Real Estate, Watersound Insurance and Watersound Title Agency," added Gonzalez.

Watersound Weddings & Events services are currently available and will have a physical location at Watersound[®] Town Center in Inlet Beach, Florida with an anticipated opening date of early 2027. The storefront is ideally suited for the lifestyle center due to other complementary tenants such as the recently announced Anthropologie Weddings as well as proximity to the Company's hospitality and event venues.

Nearby venues include The Pearl Hotel, WaterColor[®] Inn & Resort, Camp Creek[®] Inn, Watersound Beach Club[®] amenity and the Watersound Origins[®] Village Green. Venues in Bay County include Shark's Tooth clubhouse, Embassy Suites by Hilton[®] Panama City Beach Resort and Hotel Indigo[®] by IHG Panama City Marina.

"We're excited about the potential of Watersound Weddings & Events to showcase the breadth of our hospitality assets and introduce more customers to the many venues and experiences available across our portfolio," said Patrick Murphy, St. Joe Senior Vice President of Hospitality. "With a wide range of settings and experiences, this centralized approach allows us to help customers identify the options that best align with their vision, needs and budget."

From wedding rehearsal dinners, ceremonies and receptions to milestone birthday and anniversary celebrations, the team at Watersound Weddings & Events can assist customers throughout the planning process, led by Executive Director Cheryl Walton, who has nearly 20 years of experience working with wedding and event clients for WaterColor Inn & Resort.

"Watersound Weddings & Events represents an exciting new chapter in how we approach the wedding experience, providing a one-stop-shop for a variety of venues," said Walton. "Because our team knows our properties so well and the resources available across our portfolio, we can simplify the planning process and connect customers with the right people and places to bring their event to life. With more possibilities to choose from, clients can create a wedding or other special event that reflects their priorities, their vision and what matters to them most, while knowing they have a trusted team behind them from beginning to end."

Although the full Watersound Weddings & Events experience will launch in early 2027, those interested in booking a wedding or special event at a St. Joe hotel, resort, restaurant or other venue can connect with the team and begin planning now by visiting watersound.com/weddings.

Important Notice Regarding Forward-Looking Statements

This press release contains "forward-looking statements," within the meaning of Section 21E of the Securities Exchange Act of 1934, including statements regarding the Company's development activities. These forward-looking statements are qualified in their entirety by cautionary statements and risk factors set forth in St. Joe's filings with the SEC, including its Annual Report on Form 10-K for the year ended December 31, 2025 and subsequent filings as well as the interest of prospective customers in the services of Watersound Weddings & Events.

About The St. Joe Company

The St. Joe Company is a diversified Florida real estate development, asset management and operating company with real estate assets and operations in Northwest Florida. The Company intends to use existing assets for residential, hospitality and commercial ventures and has significant residential and commercial land-use entitlements. The Company actively seeks higher and better uses for its real estate assets through a range of development activities. More information about the Company can be found on its website at www.joe.com.

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