



## The St. Joe Company Announces the Launch of Custom Homesite Sales in Its Newest Watersound® Community

October 6, 2026

### ***35 of 81 Homesites to be Released in Competitive Bidding Process***

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Oct. 6, 2026-- The St. Joe Company (NYSE: JOE) ("St. Joe") (the "Company") announces the launch of custom homesite sales in its newest Watersound community in Inlet Beach, Florida. *The Gallery - A Watersound Community* will be a gated development located off Origins Parkway featuring 81 exclusive homesites. Given the strong interest from prospective buyers, the initial release will include 35 homesites offered through a competitive bidding process, starting with early access for Founders List members on October 15, followed by general public bidding on October 17.

"Our approach to releasing these homesites reflects the strong early interest we have seen in The Gallery, including from prospective buyers who have joined our Founders List," said Diane Hausler, Senior Vice President for Watersound Real Estate. "A dedicated concierge team from our brokerage will provide personalized guidance to buyers throughout the process of selecting and purchasing their homesites. We look forward to helping buyers identify a homesite where they can create a custom home that reflects their individual vision and personality while taking advantage of the area's picturesque setting."

Homeowners in The Gallery will have access to the miles of nearby trails and walking paths and will enjoy close proximity to shopping, dining and entertainment in the nearby Watersound® Town Center. Homes can be customized to buyers' specifications, offering the flexibility to work with their preferred builder while adhering to architectural guidelines designed to create a cohesive aesthetic unique to the community.

"The Gallery reflects our continued commitment to thoughtfully growing the Watersound portfolio of communities while preserving the character and lifestyle that attract people to the area," said Scott Pjesky, Senior Vice President of Residential Real Estate for The St. Joe Company. "By offering custom homesites in a distinctive, gated setting, we are creating an opportunity for buyers to build a home that is uniquely their own while benefiting from the connectivity and quality that define the Watersound experience. The Gallery represents another step in our long-term vision to provide a broad range of residential opportunities that complement the growth of Northwest Florida."

To meet the demand driven growth of Northwest Florida, St. Joe is currently developing 13 active residential communities in addition to The Gallery, offering a range of price points and housing types designed to appeal to a variety of lifestyles—a reflection of the Company's highly diversified approach to development. Of these communities, four are located in Walton County where the Walton County School District ranks No. 2 among Florida's 67 school districts, adding to the area's appeal for families and supporting its continued growth as a desirable place to live.

To learn more about The Gallery and the homesites for sale, including information on how to submit an offer, click [here](#). To explore all St. Joe residential communities, click [here](#).

### **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 buyers of homesites in The Gallery.

### **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 [joe.com](http://joe.com).

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