



ENDANGERED SPECIES AND LAND CONSERVATION PROTECTED AT WINDMARK BEACH

St. Joe Staff Naturalist & Preserves Nesting Habitats for Sea Turtles, Snowy Plovers at new Gulf Coast community

PORT ST. JOE, FLORIDA - (August, 2006) - The St. Joe Company is actively protecting sea turtles and other endangered species in their natural habitat at WindMark Beach, a new community located in Port St. Joe on St. Joseph Bay and the Gulf of Mexico. Approximately half, or 1,000 acres of land, is set aside to be preserved in this growing community. As stewards of the land and its indigenous flora and fauna, WindMark Beach employs a full-time, professional Naturalist who is part of a larger staff employed by JOE. Working with the State of Florida and environmental organizations such as the Gulf and East Bay Sea Turtle Patrol, Inc, the WindMark Beach Naturalist monitors, preserves and protects a wide range of plant and animal species throughout Northwest Florida.

In May, 97 eggs were laid in WindMark Beach's first sea turtle nest, which would have been washed away by the surf had the nest not been skillfully relocated by conservation volunteers. On July 31 WindMark Beach had its first Sea Turtle nest hatch with 96 hatchlings making it into the Gulf of Mexico. To date, a total of 6 sea turtle nests have been laid at WindMark Beach. In the same area, eggs have hatched from several snowy plover shorebird nests.

"Throughout the Gulf Coast region of Florida, the growing public use of beaches has decreased the number of locations available for nesting shorebirds, and other wildlife," says Bill Lynn, WindMark Beach Naturalist for JOE. "At WindMark Beach, we're trying to help conserve these habitats by striking a happy balance, between wildlife nesting areas and public use of the beach."

An experienced professional WindMark Beach Naturalist, Mr. Lynn monitors several state- and federally-listed animals and plants at WindMark Beach and the surrounding area. Lynn also spearheads seasonal surveys to identify plant species unique to the area. "Increasingly, our residents and visitors to WindMark Beach want to learn as much as they can about the sea turtles, gopher tortoises, snowy plovers, rare plants and other native Florida wildlife that share their environment. JOE is committed to the preservation of its greatest assets through conservation and responsible development," points out Lynn.

About WindMark Beach

WindMark Beach is a 2,020-acre residential and resort community in the historic town of Port St. Joe, located in Northwest Florida. The community rests alongside miles of continuous white-sand beach uniquely set on both the Gulf of Mexico and the aquatic preserve of St Joseph Bay. A 3.5-mile public BeachWalk, the longest of its kind is planned to run parallel to the water for the preservation and true enjoyment of this setting. All 1,662 homes within WindMark Beach will be connected to this distinctive amenity by another remarkable series of boardwalks and paths interwoven throughout the entire community. At WindMark Beach, the homes and public spaces have been carefully designed to compliment and respond to its coastal environment and over 1,000 acres of the community will be placed in conservation. The WindMark Beach Village Center is under construction and is planned to include a market, a meeting hall, a spa and fitness center, an ice cream & coffee shop, the "School of Fish" restaurant and the 28-room "Little Inn." Port St. Joe, which is 39 miles east of Panama City and 22 miles west of Apalachicola, is one of Florida's oldest settlements and the site of the State's first Constitutional Convention, held in 1845. Port St. Joe continues to prosper with its world class marina and the announcement by the Sacred Heart Health System that the town will be the location for its new 25-bed County hospital. For more information about homesites and completed homes at WindMark Beach, visit JOE.com | Keyword: WindMark Beach.

WindMark Beach is now home to the 2006 Southern Accents Showhouse which is open for public tours now through Sunday, September 10, 2006. The Showhouse is featured in the July/August 2006 issue of Southern Accents Magazine. Located off of Highway 98 in Port St. Joe, a portion of the Showhouse ticket proceeds will benefit the Sacred Heart Health System, soon to open a hospital in Gulf County, and Habitat for Humanity of Gulf County. For more Showhouse information, call 888-212-7050 or visit www.southernaccents.com.

About JOE

The St. Joe Company (NYSE: JOE), a publicly held company based in Jacksonville, is one of Florida's largest real estate operating companies. We are primarily engaged in real estate development and sales, with significant interests in timber. JOE's mission is to create places that inspire people and make the region an even better place to live, work and play. We're no ordinary JOE.

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

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