



19 New Luxury Loft Rentals Now Available for Booking at WindMark Beach Gulf Coast Community

Amenities Include New Village Center, Pool and School of Fish Restaurant

PORT ST. JOE, FLORIDA -- (August 13, 2008) – The St. Joe Company announced today the availability of 19 new luxury lofts for rent at WindMark Beach, a 2,020-acre residential and resort town set on a stunning 3.5-mile stretch of beach along Florida's Gulf Coast.

The spacious, exquisitely furnished one-, two- and three-bedroom lofts, located in two luxury residential buildings – Turtle Glass and Morning Glory – are set in WindMark Beach's new Village Center, which offers a comfortable blend of coastal tranquility and chic urban design. In addition to the beach just steps away, guests can enjoy all that WindMark Beach has to offer, including its Village Center shops, Beach Club and pool, use of bicycles and kayaks, plus dining at the School of Fish Restaurant operated by Clark and Blake Brennan.

Select lofts feature floor-to-ceiling windows, and many have balconies with striking Gulf Coast views. All residences are fully furnished and feature stainless steel appliances, granite countertops, a Bose® stereo system, high-speed Internet access, washer and dryer.

One-bedroom, one-and-a-half-bath lofts at Turtle Glass range in size from 1,292 to 1,440 square feet and sleep two or four. Morning Glory two-bedroom/two-bathroom and three-bedroom/three-bathroom lofts offer 1,884 square feet of space and sleep four or six.

Seasonal rates for Turtle Glass lofts range from \$72* to \$181* per night and Morning Glory lofts range from \$87* to \$245* per night. Weekly rates are also available. Reservations for rental units can be made through Southern Resorts Vacation Rentals at www.southernresorts.com/windmark.php.

"The unique appeal of WindMark Beach is its three-plus miles of pristine white sand along St. Joseph Bay," said Steve Hilliard, vice president, resort and club operations for St. Joe. "On this rare stretch of land, JOE has created a natural beachfront town, with more than 2,000 acres of open areas covering more space than New York's Central Park. We are proud to have Southern Resorts working with us as we introduce vacationers to this great new resort community."

Mike Shoults, co-owner of Southern Resorts Vacation Rentals, added, "WindMark Beach is a tremendous asset to the Port St. Joe community, offering wonderful accommodations and beautiful beaches. We are very excited to have the exclusive opportunity to represent such high-end accommodations in the vacation rental arena."

The Village Center at WindMark Beach has been designed through the combined inspiration of six of the nation's most renowned and award-winning architects: John Kirk, Cooper, Robertson & Partners; Margaret McCurry, Tigerman McCurry Architects; Ted Flato, Lake/Flato Architects; Scott Merrill, Merrill, Pastor & Cogan Architects; Ross Anderson, Anderson Architects P.C.; and Peter Dominick, 42/40 Architecture, Inc.

WindMark Beach is located along THE Beach, the white sand beaches and clear emerald waters of Northwest Florida. Visitors to these white sand beaches and clear emerald waters can go to www.thebeachfla.com and www.Travelocity.com to book hotel and rental units, as well as airline flights.

From August 1 to September 30, 2008 individuals can register to win a luxurious Idea House at WindMark Beach in a sweepstakes from MyHomeIdeas.com. This prize package is worth \$1 million and details are available at www.myhomeideas.com/myhome/homegiveaway.

**** Published rates are subject to availability and do not include tax (11%). A one-time cleaning fee is applied to each reservation for housekeeping services.***

About WindMark Beach

WindMark Beach is a 2,020-acre residential and resort community in Northwest Florida that is being built alongside the last great beach of its kind. It is planned to be interconnected and accented through a remarkable series of boardwalks and a proposed public 3.5-mile BeachWalk. With its local Southern architecture, the community is located two miles north of the historic town of Port St. Joe and 22 miles west of Apalachicola. It is anchored by a Village Center replete with beach and community amenities, as well as shops, a meeting hall and high-end restaurant. For more information, visit JOE.com / Keyword: WindMark Beach.

About Southern Resorts Vacation Rentals

In business since 1995, Southern Resorts Vacation Rentals' vision is to be the most caring vacation rental company in Northwest Florida. With the addition of WindMark Beach, Southern Resorts represents approximately 500 vacation beach homes, cottages and condos on Florida's beautiful Gulf Coast in Destin, Fort Walton Beach, Beaches of South Walton, Panama City Beach and the Forgotten Coast. Visit the website for a comprehensive look at the properties with images, video tours, descriptions, on-line reservations and more. www.SouthernResorts.com. 800.737.2322.

About St. Joe

The St. Joe Company, a publicly held company based in Jacksonville, is one of Florida's largest real estate development companies. We are primarily engaged in real estate development and sales, with significant interests in timber. Our mission is to create places that inspire people and make JOE's Florida 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 www.joe.com.

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Idea House Giveaway sweepstakes (the "Sweepstakes") is sponsored by Myhomeideas.com, and is open only to legal residents of the U.S. and the District of Columbia who are 21 years of age or older as of September 1, 2008, except employees and members of their households and immediate families of myhomeideas.com, SPC Digital, Inc., Southern Progress Corp., Time, Inc., The St. Joe Company, and all other participating product sponsors and their respective parent companies, subsidiaries, and affiliates, agents and local sponsors. This Sweepstakes is valid from August 1, 2008 at 8:00 a.m. Central Daylight Savings Time ("CDST") until 5:00 p.m. CDST on September 30, 2008. Obtain a full set of Sweepstakes rules by visiting the myhomeideas.com website (www.myhomeideas.com). No purchase is necessary to enter or win.

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