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**THE ST. JOE COMPANY ANNOUNCES  
A STRATEGIC ALLIANCE WITH 98 REAL ESTATE GROUP  
TO PROVIDE REAL ESTATE SALES SERVICES FOR ITS  
WINDMARK BEACH COMMUNITY**

**PORT ST. JOE, Fla., (September 29, 2011)** – The St Joe Company announced that 98 Real Estate Group is providing real estate sales services for its WindMark Beach community. In addition to providing a full-range of residential sales and marketing services, 98 Real Estate Group will sell new homes for St. Joe’s builder relationships and custom home sites as well as provide resale services.

98 Real Estate Group is operating the WindMark Beach real estate sales office located at 101 Good Morning Street, Suite 103. They join several other tenants in the WindMark Beach community’s Village Center including Boon Docks restaurant, Pickles Gift Shop, Fit as a Fiddle Fitness Center, The Fuss Boutique and Panache Tent and Events. 98 Real Estate has other real estate sales offices located in Mexico Beach and Cape San Blas.

“The 98 Real Estate Group boasts a quality reputation as well as a knowledgeable and motivated sales team,” says Tom Spence, senior vice president of development for The St. Joe Company. “Creating this strategic alliance will help us better position and market the WindMark Beach community and this unspoiled coast of Florida.”

“St. Joe has worked with 98 Real Estate Group over the years, so expanding and solidifying this relationship will enable us to better serve our clients,” says Cliff Cohen, vice president of sales for The St. Joe Company. The 98 Real Estate Group enjoys solid relationships with local realtors, which will help us expand the community’s regional awareness among prospective home buyers.”

“We have created one of the most successful real estate sales companies on the Forgotten Coast, focusing on providing quality service to our buyers,” says Zach Childs, broker of 98 Real Estate Group. “This region is poised for significant growth and our alliance with St. Joe, representing the WindMark Beach community, positions us to capitalize on the numerous real estate sales opportunities. There is nothing like the WindMark Beach community in the area, which provides a competitive advantage over other real estate offerings.”

Home and Lot packages in the WindMark Beach community start in the high \$300,000s. Home sites are available starting at \$92,500 with seller financing available on select sites.

**About WindMark Beach**

WindMark Beach is a residential and resort community in Port St. Joe, Florida, stretching for nearly four miles along the water's edge of St. Joseph Bay. Embracing the simple and natural beauty of the region, renowned planners, architects and builders were brought together to create this beachfront community with nature's splendor as the backdrop. The result is a community that inspires healthy living, encouraging homeowners and guests to get out and enjoy the numerous amenities, natural surroundings and of course, life itself. At the heart of the community is a Village Center, where all can gather to enjoy shops, a state-of-the-art fitness center, amphitheatre and waterfront dining. Fundamental planning principles are helping ensure that the land upon which WindMark Beach is built is respected. An interconnected system of pedestrian trails, boardwalks and cart paths is designed to preserve the land with minimal disturbance. More information about WindMark Beach can be found at [www.WindMarkBeach.com](http://www.WindMarkBeach.com)

**About 98 Real Estate Group**

98 Real Estate Group specializes in residential sales and marketing along The Forgotten Coast. Customers have come to expect outstanding service from the friendly, award-winning "98" Realtors. Our agents love living in this area and have an extensive knowledge of the local market. Learn more about 98 Real Estate Group and their team at [www.98RealEstateGroup.com](http://www.98RealEstateGroup.com).

**About The St. Joe Company**

The St. Joe Company, a publicly held company based in WaterSound, 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 [www.JOE.com](http://www.JOE.com).

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