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'ANNIKA Experience at WaterSound' Raises Over \$100,000 for ANNIKA, Mia Hamm Foundations, and Destin Children's Charities

(WATERSOUND, Fla.) – The ANNIKA Foundation and St. Joe Company (NYSE: JOE) today announce the “ANNIKA Experience at WaterSound” raised over \$100,000 for local children's charities and the ANNIKA and Mia Hamm Foundations.

“It was an amazing event that greatly exceeded our expectations and fund-raising goals,” says Britt Greene, President and CEO of The St. Joe Company. “From the golf events and clinics to the numerous off-course activities, the participation and response was overwhelming.”

“The St. Joe Company was the consummate host and presenting sponsor, and WaterSound and WaterColor provided the perfect venue,” says Annika Sorenstam, one of the greatest golfers of all-time. “On behalf of the ANNIKA Foundation, I would like to thank all of our sponsors, event organizers and the local community for its incredible support.”

The event kicked-off with a golf clinic hosted by Annika, who was assisted by one of the world's most-accomplished and decorated soccer players, Mia Hamm. The duo then played a 10-hole match at Origins Golf Club, joined by 20 local junior golfers who each played a hole as a partner with either Annika or Mia. Jennifer Mills, golf analyst for NBC Sports and a former anchor of the Golf Channel, emceed the match. Hundreds of local residents and visitors, along with local broadcast and print media, showed up on a brilliant, sun-splashed day to follow the match.

It was tightly-contested, as the heady play of the junior golfers (many among the top players in the state), and Hamm's solid all-around game kept the match close. “Team Annika” prevailed, as Annika executed one solid shot after another. Following the match, Annika and Mia hosted a luncheon at WaterSound's Village Commons, spoke about the important work of their respective foundations, and took part in a soccer skills challenge with two local soccer clubs. Highlights of the event were telecast on the Golf Channel.

Saturday opened with a children's health and wellness clinic at Camp Creek Golf Club, hosted by Annika and SPARK, the leading San Diego-based physical fitness and nutrition curriculum for school and after-school settings. The ANNIKA Experience Golf Tournament followed, with Annika stationed on the picturesque par-3 16th hole to meet, greet and play a shot for each group.

The weekend was capped with a Wine and Culinary Reception at Fish Out of Water Saturday evening. Guests were treated to a walkabout dinner featuring local seafood and chef-sourced

meats, ANNIKA Syrah, signature drinks, entertainment by a local jazz trio, and the opportunity to meet, greet and mingle with legendary golfer and event host Annika. Annika also demonstrated her passion for cooking by cooking live with Chef Philip Krajeck, chef de cuisine at Fish Out of Water, who was recently nominated for the best chef in the South. The live auction items, highlighted by getaway packages to world-class resorts, events and destinations, and the opportunity to play golf with Annika, generated palpable buzz and fetched winning bids that helped the event exceed its fundraising goals.

About The ANNIKA Foundation

The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to pursue their dreams. A primary focus for the ANNIKA Foundation is to identify the greatest needs and opportunities to make an impact by developing sports and physical fitness programs for kids. A key focus is to provide resources that increase participation and access where it is not currently available or affordable, and promote awareness for the importance of leading a healthy, active lifestyle. More information about the ANNIKA Foundation can be found at www.annikafoundation.org.

About Annika

Annika is the greatest female golfer of our generation and often regarded as the best player in LPGA history. Her prestigious list of accomplishments includes her 2003 induction into the World Golf and LPGA Halls of Fame, 10 major championships, 89 worldwide professional victories, eight LPGA Player of the Year Awards, and participation on eight Solheim Cup teams. In June 2008, Annika was named a USGA Ambassador. She also represented the International Golf Federation and took part in their successful bid to get golf into the 2016 Olympic Games. Annika has worked hard on her off-the-course businesses, which include the ANNIKA Academy, the ANNIKA Foundation, the ANNIKA Collection with Cutter & Buck, ANNIKA Financial Group, numerous golf course design projects around the world, a signature fragrance and a namesake Syrah in partnership with Wente Vineyards.

About JOE

The St. Joe Company (NYSE: JOE), a publicly held company based in Jacksonville, is one of Florida's largest real estate development companies and Northwest Florida's largest private landowner. JOE is primarily engaged in real estate development and sales, with significant interests in timber.

More information about JOE can be found at its web site at www.joe.com.

MEDIA CONTACTS:

Shane Sharp (JOE Golf)
Buffalo Communications
704.519.8381
ssharp@billycaspergolf.com

Elizabeth Benz (ANNIKA Foundation)
Brener Zwickel & Associates
212-708-3329 (o)
352-514-0550 (c)
elizabethb@bzapr.com