



WaterColor and WaterSound Beach Offer "Taste of the Beach" & Telluride MountainFilm Festival Vacation Packages November 6-10

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Santa Rosa Beach, FL (October 17, 2008) – "Taste of THE Beach – Wine/Dine/Donate," a four-day culinary and cultural event in Northwest Florida, will combine prized vintners, renowned chefs, outdoor movie screenings and charitable auctions November 6-9. Featured events, including the Telluride MountainFilm on Tour and the Seeing Red Wine Festival, will take place in some of the scenic towns of THE Beach, a beautiful 227-mile stretch of pristine Gulf coastline.

Two of the region's finest resort communities, WaterColor and WaterSound Beach, are offering vacations packages with tickets to select events in combination with a choice of accommodations at the 60-room, AAA Four-Diamond WaterColor Inn or one- to six-bedroom WaterColor and WaterSound rental cottages.

Guests will enjoy outdoor screenings Nov. 7 & 8 at WaterColor's prestigious Telluride MountainFilm on Tour, which this year showcases flicks that share the theme of energy – wind, solar, bio and hydro, reflecting the festival's dedication to educating and inspiring audiences about issues that matter. Movies by independent filmmakers celebrating community, adventure, culture and environmental preservation will be shown from 6pm-10pm under the stars at WaterColor's Marina Park Amphitheater.

Next door to WaterColor, in the picture-perfect town of Seaside, more than 150 red wines will be uncorked at the Seeing Red Wine Festival on Nov. 8 from 1pm-5pm. Attendees will enjoy wine tastings and lectures, cooking demonstrations and live entertainment.

Topping off the package will be an exquisite "Winemakers and Shakers" dinner at WaterColor's Fish Out of Water restaurant, a three-time winner of Wine Spectator magazine's "Best of Award of Excellence." Each course of this fine meal on Nov. 8 will be perfectly paired with specially selected vintages for an unforgettable dining experience.

Included in WaterColor's and WaterSound's "Taste of THE Beach" packages are:

? Two tickets to the Telluride MountainFilm on Tour film screenings at WaterColor on Nov. 7 & 8. ? Two tickets to the Seeing Red Wine Festival in Seaside on Nov. 8. ? Two tickets to a "Winemakers and Shakers" gourmet dinner with wine pairings at WaterColor's AAA Four Diamond restaurant, Fish Out of Water, on Nov. 8. ? European continental breakfast for two each morning (for WaterColor Inn guests only).

"Taste of THE Beach" two-night vacation packages start at \$1,130 for WaterColor Inn, \$1,195 for WaterColor vacation home rentals and \$970 for WaterSound vacation home rentals. Rates are based on double occupancy, and a two night-minimum stay is required.

For film buffs who would prefer to forgo the food and wine festival, "Telluride on Tour" vacation packages are also available at each property including tickets to both nights of the MountainFilm festival screenings. Two-night packages start at \$630 for the WaterColor Inn, \$695 for WaterColor vacation home rentals and \$470 for WaterSound vacation home rentals. Rates are based on double occupancy, and a two-night minimum stay is required.

To book a WaterColor Inn or vacation home rental, call (866) 426-2656 or visit www.watercolorresort.com. For WaterSound vacation home rentals, call (800) 413-2363 or visit www.watersoundvacationrentals.com.

For more information about "Taste of THE Beach," visit www.tasteofthebeachfla.com; for more information on the Telluride MountainFilm Festival visit www.mountainfilmfl.com.

About WaterColor Inn & Resort

Voted one of the "Top 50 Mainland U.S. Resorts" by readers of Condé Nast Traveler and "Best Hotel in Florida" by the readers of Travel + Leisure, the exclusive 60-room WaterColor Inn & Resort offers luxurious waterfront accommodations, award-winning dining at Fish Out Of Water, a full-service spa, Camp WaterColor for kids and a multitude of recreational activities including three golf courses, tennis, biking, kayaking and fishing. Well appointed Gulf-view residences and charming cottages are also

available for rent and sale. WaterColor is managed by Seattle-based Noble House Hotels & Resorts. For more information about WaterColor, visit www.watercolorresort.com or call 866/426-2656.

About WaterSound Beach

WaterSound Beach is a 256-acre gated residential community sitting directly on the Gulf of Mexico along Scenic Highway 30A between Camp Creek Lake and Deer Lake State Park in Northwest Florida's South Walton County. Developed by The St. Joe Company, WaterSound Beach stretches for a mile along the Gulf Coast's crystal white sands and emerald waters, with pedestrian bridges and footpaths linking the community's various neighborhoods, complemented by the property's dramatic dunes and lush, natural spaces. At full build-out, the community is planned to include 499 residences. The WaterSound Beach GateHouse, designed by the renowned Graham Gund, features 10 additional residential units, available for rent. Amenities include the private WaterSound Beach Club, with a 7,000 square-foot free-form swimming pool and 14,000 square feet of pool decks; two neighborhood pools; the Dunesider Grille; a yacht pond; a puttering park; and Signal Park, which includes a dog park and a kids play area. Two miles east of WaterSound Beach is Camp Creek Golf Course, a private, 18-hole, par-72 championship course configured by renowned designer Tom Fazio. WaterSound Beach homeowners are eligible to apply for membership at WaterSound Beach Club and Camp Creek Golf Club. For more information, visit JOE.com / Keyword: WaterSound Beach.

About St. Joe

The St. Joe Company (NYSE: JOE), 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. # # #