



FOR IMMEDIATE RELEASE:

December 7, 2009

**Annika Sorenstam, Mia Hamm Square-Off in Celebrity Golf Match to Kick-Off
'ANNIKA Experience at WaterSound'**

Local Junior Golfers to Play with International Sports Icons at Innovative Origins Golf Club

(WATERSOUND, Fla.) – The ANNIKA Foundation and St. Joe Company (NYSE: JOE) announce international sports icons Annika Sorenstam and Mia Hamm will square-off in a celebrity golf match at Origins Golf Club on Friday, February 19, 2010 at 9:30 a.m. to kick-off the “ANNIKA Experience at WaterSound,” a two-day celebration of active lifestyles and wellness education to benefit the ANNIKA Foundation and local charities.

Annika, a member of both the World Golf and LPGA Halls of Fame and widely regarded as the greatest female golfer of all-time, and Mia, elected to the National Soccer Hall of Fame in 1997 and a three-time Olympic medalist and two-time World Cup champion, will play a 10-hole match on Origins' par-3 configuration (course description below). They will be joined by a team of 20 local junior golfers – 10 boys and 10 girls – who will each play a hole with the star pairing.

“I am excited to join Annika at Origins and compete with her to kick-off the ANNIKA Experience at WaterSound,” says Mia. “The ANNIKA Foundation is a major catalyst for educating children of all ages about the benefits of an active, healthy lifestyle, and the ANNIKA Experience will showcase this.”

“Mia is one of the greatest female athletes of our generation and an inspiration to so many people world-wide,” says Annika. “I am a big fan of hers and we are honored to have her take part in the ANNIKA Experience at WaterSound and I look forward to our match at Origins.”

Prior to the match, at 8:30 a.m. Annika will conduct a golf clinic for the junior golfers and the general public at Origins. Mia will assist her at various points throughout the session, including demonstrating tips and shots. Following the golf match, Annika will headline a “Meet Annika and Mia” luncheon at The Village Commons at WaterSound from 11:30 a.m. to 1:30 p.m. where they will both discuss their respective philanthropic work.

Proceeds from the ANNIKA Experience at WaterSound will benefit local charities and the ANNIKA Foundation, the golf legend's charitable arm that teaches children the importance of living a healthy, active lifestyle through fitness and nutrition and offers aspiring junior golfers opportunities to pursue their dreams. Mia will raise funds and awareness for bone marrow

transplant patients and their families in honor of her brother Garrett, who passed away from complications of a bone marrow disease.

Other planned events for Saturday include a children's fitness clinic, a charity golf tournament at the Tom Fazio-designed Camp Creek Golf Club, where all teams will play a hole with Annika, and a food and wine reception following golf at Fish Out of Water, the award-winning, fine-dining restaurant at WaterColor Inn, one of the region's premier coastal, boutique inns.

Accommodation packages will be available at WaterColor Inn and Resort and WaterSound Beach including admission to all ticketed events. For the full schedule of events and sponsorship opportunities contact Monark Events at 850.728.9476, 616.890.6497 or via email at info@monarkevents.com.

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 Origins Golf Club

The Origins Golf Club is a six-hole regulation course that through the use of alternate tee boxes and greens, also plays as a nine-hole executive course and a 10-hole par 3 layout. Its mission is to make golf more fun, accessible and attractive to families, beginners and experienced players. Designed by Love Golf Design, founded by PGA Tour player Davis Love III, the course is consistent with the Scottish origins of the game, in which six, nine and 12-hole courses were commonplace. More information about Origins can be found at www.originsgolfclub.com.

About WaterSound

At WaterSound, plans call for approximately 999 single-family home sites and 256 multi-family residences, interconnected by an extensive pedestrian trail system – ideal for walking and biking. Many homes will be within walking distance of the centrally located Village Commons, a gathering spot for residents to enjoy a light lunch, spend a day beside the community pool, engage in a workout at the fitness room, and check the day's mail at the post office. A short stroll from Village Commons is the Davis Love III-designed Origins Golf Course, which is ideal for the quick round in the evening or the casual family golf outing.

WaterSound sits between the Intracoastal Waterway and Lake Powell, one of the world's rare dune lakes fed by both rainwater and meandering tides – perfect for freshwater and saltwater fishing. The master plan is being designed by New York-based Hart/Howerton & Associates and Atlanta-based Tunnell-Spangler-Walsh.

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 (Golf)
Buffalo Communications
704.519.8381
ssharp@billycaspergolf.com

April Mason Nichols (Real Estate)
Spring O'Brien
212.402.1637
apriln@spring-obrien.com

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