



SANDPEARL RESORT AWARDED FLORIDA'S FIRST LEED® GREEN BUILDING CERTIFICATION FOR A RESORT OR HOTEL

Located in Clearwater Beach, Sandpearl is the 15th resort or hotel worldwide to earn this prestigious designation

CLEARWATER BEACH, FL (April 2009) – Clearwater Beach's Sandpearl Resort, developed by locally-owned JMC Communities and managed by Coral Hospitality, has been awarded LEED® Silver Certification by the U.S. Green Building Council. Sandpearl is the first resort or hotel in Florida to achieve this distinguished honor and one of only 15 worldwide. Sandpearl Resort opened in August 2007 and is also a designated member of the Florida Green Lodging Program.

"This certification is the culmination of extraordinary efforts by the entire JMC Communities development team, and proves Clearwater Beach's commitment to caring for its natural resources," said Michael Cheezem, CEO of JMC Communities. "We've been building on Clearwater Beach for over 15 years, and are thrilled to serve as an example that you can successfully develop in an environmentally responsible manner. JMC Communities is thankful for the efforts of its team, and the unwavering support of the Hunter Family and Greenfield Partners, co-owners of the Sandpearl Resort."

JMC Communities was the visionary leader behind Sandpearl's drive to achieve LEED (Leadership in Energy and Environment Design) certification, which is based on energy use, lighting, water and material use as well as incorporation of a variety of other sustainable strategies. LEED verifies environmental performance, occupant health and financial return. LEED was established for market leaders to design & construct buildings that protect and save precious resources while also making good economic sense.

"We're honored to receive LEED certification and to be recognized among such an elite group of properties worldwide," said Lee Weeks, CEO of Coral Hospitality, Sandpearl's management company. "This certification is just one more step in achieving our goal of being one of the most environmentally friendly resorts in the country."

LEED certification of Sandpearl was based on a number of green design and construction features that positively impact the project itself and the broader community. These features include: chilled water air-conditioning system; heat recovery exhaust system; in-room energy management system; common areas thermal comfort; ozone assisted laundry; special glazing for windows and sliding glass doors; low emission construction materials; geothermal pool heating system; ozone pool sanitizing system; extensive water conservation systems; waste conservation; and more.

“Since Sandpearl’s conception, we knew we would incorporate green building materials and energy management systems to limit our impact on the environment,” stated Stuart Arp, general manager of the Sandpearl Resort. “This milestone achievement helps ensure that generations of visitors will enjoy Clearwater Beach as we do today.”

About the U.S. Green Building Council

The U.S. Green Building Council (USGBC) is a nonprofit membership organization whose vision is a sustainable built environment within a generation. Its membership includes corporations, builders, universities, government agencies, and other nonprofit organizations. Since USGBC’s founding in 1993, the Council has grown to more than 17,000 member companies and organizations, a comprehensive family of LEED® green building rating systems, an expansive educational offering, the industry’s popular Greenbuild International Conference and Expo (www.greenbuildexpo.org), and a network of 78 local chapters, affiliates, and organizing groups. For more information, visit www.usgbc.org.

About LEED®

The LEED® (Leadership in Energy and Environmental Design) Green Building Rating System™ is a feature-oriented rating system that awards buildings points for satisfying specified green building criteria. The six major environmental categories of review include: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality and Innovation and Design. Certified, Silver, Gold, and Platinum levels of LEED green building certification are awarded based on the total number of points earned within each LEED category. LEED can be applied to all building types including new construction, commercial interiors, core & shell developments, existing buildings, homes, neighborhood developments, schools and retail facilities.

Incentives for LEED are available at the state and local level and LEED has also been adopted nationwide by federal agencies, state and local governments, and interested private companies. For more information, visit www.usgbc.org/LEED.

About the Sandpearl Resort

Sandpearl Resort, managed by Coral Hospitality, is the first new beachfront resort in Clearwater Beach in over 25 years. Situated along a 700-foot expanse of pristine Gulf Coast beach, Sandpearl features 253 luxurious guest rooms and suites, a lagoon-style beachfront pool with private cabanas, unique lifestyle enrichment programs, fine & casual dining, a full-service spa featuring signature pearl treatments, plus meeting & event space. Both the Sandpearl Resort and its signature restaurant, *Caretta on the Gulf*, are 2009 AAA Four Diamond Award recipients. Sandpearl was also recently ranked 8th on Expedia® Insiders’ Select™ 2009, a ranking of the top hotels and resorts worldwide based on customer satisfaction and value for the dollar. For more information, visit www.sandpearl.com or call (877) 726-3111.

About JMC Communities

Founded in 1978, JMC Communities (www.jmccommunities.com) is a Florida-based real estate development company specializing in premier waterfront residential properties and resorts that preserve and accentuate the state’s natural beauty and uniqueness. JMC Communities has developed more than 3,700 waterfront condominium homes in Florida, including many highly successful developments in the Gulf Coast area. JMC Communities is recognized as one of the finest multi-family community developers in the state, and has been the recipient of many awards including multiple "Grand Overall Winner" Parade of Homes Awards, the 1998 Builder of the Year by the Pinellas County Contractors and Home Builders Association, the Volusia Home Builder Association’s Waterwise Award, and special recognition from the St. Petersburg City Beautification Commission. For additional information, please contact Steve McAuliffe at (727) 823-0022 or steve@jmcdev.com.

About Coral Hospitality

Coral Hospitality (www.coralhospitality.com) is a full service management company with a diverse portfolio of resorts, hotels, condominiums, private golf clubs, marina, spas and community associations. Currently managing 35 properties throughout the Southeastern United States and the Caribbean, Coral operates each with a core belief in providing thoughtful service in unique surroundings. For further information, please contact Tom Anderson at (239) 449-1800 or tanderson@coralhospitality.com.

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