



FOR IMMEDIATE RELEASE

Contact:
Heather McLain
Clarke Advertising & Public Relations
hmclain@clarkeadvertising.com
941.487.1923

**CITY PLACE AT PINEAPPLE SQUARE:
NOW ACCEPTING RESERVATIONS**

SARASOTA, Fla. – September 27, 2006 – Developer Pineapple Square Properties, LLC, formerly Isaac Group Holdings, LLC, today announced that City Place at Pineapple Square, one of downtown Sarasota’s newest residential developments, is now accepting reservations from the general public after a successful launch to pre-registrants. Currently, more than one third of the residences are reserved. Those interested in reserving a residence should visit the website at www.pineapplesquaresarasota.com and fill out the contact form, or call (941) 957-1509. Michael Saunders & Company is handling sales.

The \$180 million, 13-story project consisting of 157 residential units is located between Lemon and Pineapple Avenues and is the first residential phase of Pineapple Square. With more than 30 different floor plans to choose from, the residences consist of one-, two- and three-bedroom condominium units ranging in size from 850-2,100 square feet. Pricing now starts in the \$600,000s. As part of the Pineapple Square project, residents will be immersed in the hottest shopping destination in Sarasota with up to 30-40 new national, regional and local retailers and restaurateurs.

City Place at Pineapple Square will appeal to residents who want to live in the center of Sarasota’s vibrant downtown, while still being near to the beaches and bay front parks. Amenities include deep balconies, an outdoor grilling and covered cabana area, a resort-style pool and spa, professional-grade fitness center, theatre/media room, 24-hour security and southwest city views perfect for roof-top star gazing and sunset viewing.

-more-



Groundbreaking is set for Spring 2007, with occupancy scheduled for late 2008/early 2009. The project was designed by Hoyt Architects (Sarasota, Fla.) and JPRA Architects (Farmington Hills, Mich.).

About Pineapple Square

Pineapple Square is downtown Sarasota's newest mixed-use retail and residential project, developed by Pineapple Square Properties, LLC, formerly Isaac Group Holdings, LLC. Located between Pineapple and Lemon Avenues in the core of the city, the project will include up to 30-40 new national, regional and local retailers and restaurateurs, 276 residences and a total of over 1,000 parking spaces, 525 of them for the use of the general public. For more information about Pineapple Square, visit www.pineapplesquaresarasota.com.

###