

FOR MORE INFORMATION CONTACT:

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Shari E. Hubbard

Geiger & Associates Public Relations

850/942-6685 (phone)

850/942-1057 (fax)

shari.hubbard@geigerpr.com (e-mail)

ROSEMARY BEACH... STAY FOR A WHILE

Gently lapping surf, warm gulf breezes and long stretches of white sand beaches—this is the stuff of which dream vacations are made. Rosemary Beach, a new traditional town in South Walton County, Florida, beckons visitors to experience the good life in this serene setting. From the Pan-Caribbean architecture of its luxurious accommodations to all of the amenities a beach community has to offer, Rosemary Beach encourages guests to stop and stay for a while.

Upon arrival into Rosemary Beach, it is hard to miss the special touches that make this a unique place. The architectural shapes and silhouettes call to mind St. Augustine, the West Indies, New Orleans and Charleston. In this pedestrian-friendly town, "streets" are often footpaths, lined with porches and gardens. Boardwalk promenades and secret pathways lead to the town center, tennis courts, swimming pools, beach and pocket parks. Dramatic vistas are everywhere, framed in the columns of a beach-side pavilion, revealed by a sudden bend in the road or appearing, as if magically, at the end of a path. Whether staying for a long weekend, a week or a month, visitors to Rosemary Beach will discover a wide variety of accommodations and recreational activities await.

Individually designed and decorated quaint carriage houses and spacious multi-bedroom cottages make *staying* at Rosemary Beach as much an experience as the destination itself. Each home

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is built, designed and decorated by its owner, according to certain specifications and guidelines, ensuring each cottage is unique and reflects the owner's individual tastes and personality. Carriage houses and cottages are classified as either gulf-front, gulf-side, gulf-view or park-view, depending on where they are situated. As of spring 2010, more than 600 cottages, carriage houses and Lofts/Flats units were completed; of these, more than 200 are available for rent.

The carriage house, in the past, was a small, practical space where one resided and kept one's carriage covered and out of the elements. Today, the carriage houses at Rosemary Beach still serve the same purpose, except that the carriages are cars and the houses are in a class unto themselves. Ranging in size from 450 to 1000 square feet, these cozy spaces have enough space for two to six guests and feature innovative and practical characteristics such as rolling ladders, built-in staircases, Murphy beds, sleeper sofas and small outside decks.

Cottages have been a part of American life since the colonial days. Beginning as dwellings in which farmers or laborers lived so they could be close to the farm, cottages later became vacation retreats for the wealthy. These days, workaholics who need a break from the hectic pace of the world or families who simply want to spend some time together can find their own space at one of Rosemary Beach's cottages. Ranging in size from 1,000 to 6,000 square feet, these cottages contain two-to-five bedrooms and can accommodate up to 16 guests.

While enjoying their stay in the lap of luxury at Rosemary Beach, guests may take advantage of a multitude of amenities available to them. Inside the accommodations or out and about through town, visitors are well taken care of with the finest of everything from A to Z. Each rental unit has a parking arbor and/or a garage with dedicated parking space, washer and dryer; balcony or wrap-around porch; fully equipped kitchen; telephone with individual line; television with cable; DVD;

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and stereo. Also, many cottages offer outdoor showers, an added beach convenience.

Each fully-equipped kitchen features full-sized refrigerator; stove and microwave oven; top quality pots, pans, dishes, silverware and glassware; specially-made rosemary hand soap; dish soap and dish towels. As an extra touch, gourmet coffee, Bischoff cookies, Voss bottled water and juice also are provided in each kitchen.

Bath amenities at Rosemary Beach accommodations will have guests "oohhhing" and "ahhhing" as they plunge into a whirlpool, stand under a rain shower or take a relaxing bubble bath, depending on how each bathroom is equipped. All bathrooms are stocked with Aveda soap, shampoo and conditioner and big fluffy towels.

Since every guest house is decorated to reflect the individual owner's tastes, guests may be in for more great surprises such as granite countertops, restoration hardware, hardwood or stone tile floors, built-in shelves, well-stocked library, fine art, palmetto palm-bladed ceiling fans, hammocks, Adirondack lounge chairs, futons, sleigh bed, bunk beds and possibly a game room, to name a few.

Rosemary Beach offers housekeeping services for the duration of the guest's stay, and guests staying five days or more receive a mid-stay cleaning.

After arriving at Rosemary Beach and experiencing all that the accommodations have to offer, guests or "temporary residents" may find it difficult to leave their indoor paradise. However, once these pampered souls are brave enough to step outside, a world of recreational options and activities await them.

Outdoor amenities at Rosemary Beach include, but are not limited to, beautiful beaches with dune walkovers that protect the fragile environment; four completed swimming pools; Rosemary Beach Racquet Club and fast-dry clay tennis courts; bicycle, kayak and Hobie Cat rentals; a 2.3 mile fitness trail with exercise stations; a butterfly garden and a series of boardwalks for hiking and biking

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that lead wherever guests would like to go. The Rosemary Beach Fitness Center offers state-of-the-art workout equipment in addition to Pilates, yoga and water aerobics classes. Rosemary Beach renters enjoy complimentary court time at the Racquet Club, complimentary access to the Fitness Center and free DVD rentals during their stay.

Another special characteristic of Rosemary Beach is its green spaces. Common "green" areas located throughout the town provide a great place for reading a good book, playing an impromptu game of frisbee, having a picnic or simply enjoying time with friends. Whether the lush beach-side or park-side greens or intimate, fountain-filled pocket parks, the allure of a barefoot stroll through cool grass on a sunny day is simply irresistible.

Flora, plants and shrubbery go hand-in-hand with the green spaces at Rosemary Beach, named for the herb rosemary that grows wild in the area. Everything planted outside of walls and fences is native to the area, creating the most natural appearance possible. Interior gardens within closed courtyards feature more tender plants in these protected sanctuaries.

The town center, a five minute walk from anywhere within Rosemary Beach, attracts residents and visitors alike to gather, meet, greet, socialize and enjoy events such as the Summer Street Party series, West Indies Market and other festivals and events. Included in this "downtown" area are most of the public buildings, such as the main offices, town hall, post office, restaurants, shops and Solace Day Spa.

The town hall is a public meeting space that blends perfectly with its beach-side environment. Suited for meetings, weddings, receptions and other large functions, this spacious hall can be configured many different ways. Inside is one large room and one small conference room. Outside, the grassy courtyard is ideal for outdoor receptions, movies or just socializing, and can be tented or left "au natural," depending on the event.

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The town's own post office (Rosemary Beach supports its own zip code) features a town bell which hangs outside. This bell rings the number of the hour and can be heard throughout the town.

Restaurant Paradis was recently awarded four stars in all categories (food, atmosphere, value and overall rating) by the Northwest Florida Daily News, and offers nightly dinner service and a full-service lounge. The restaurant is located on the ground floor of the Mercado on the corner of South Barrett Square and Scenic 30-A. Fresh, seasonal fare, abundant Gulf seafood, steaks and fine wine are served in a warmly elegant, wine-country setting.

Cowgirl Kitchen is where “beach meets west.” This fresh, fun addition to the town center brings Texas-style hospitality to Rosemary Beach. The perfect outpost for gathering provisions for picnics on the green, a night in with the gang or a day on the beach, Cowgirl Kitchen offers a wide selection of snacks and appetizers, salads, pizzas, homemade meals and refreshing beverages for dine in (breakfast, lunch and dinner) or take out. And there’s always a daily special!

The Summer Kitchen Café at Rosemary Beach provides light fare for breakfast and lunch daily; dinner is served daily except in the winter months. This casual restaurant features tasty sandwiches, pasta, salads, roll-ups and other satisfying options. Daily specials are featured in addition to the regular menu, which changes seasonally. A children’s menu also is available.

Onano restaurant is located on the corner of Main Street and West Water Street near Town Center. The restaurant serves northern Italian/Tuscany regional cuisine in a casual setting, and offers indoor seating in addition to outdoor tables overlooking the Western Green. Dinner is served Monday through Saturday starting at 5:30 p.m.

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Wild Olives is located on the corner of North Barrett Square and West Long Green Road. This market, bakery and deli features domestic and imported meats and cheeses, an olive bar, salads, dairy products, breads and pastries; in addition to gourmet retail products. A breakfast, full-service lunch, tapas and dinner menus are offered Tuesday through Sunday. Also, wine tasting is now available on Fridays from 4:00 to 5:30 p.m.

Courtyard Wine and Cheese is located at 66 Main Street, and is entered through a New Orleans-style courtyard. Fifty wines are featured by the glass and a wide variety of upscale wines from around the world stored in the only environmentally controlled wine store in the panhandle. Gourmet cheeses are imported from Europe and America and priced by the pound or served by the plate. The lush open-air courtyard is the ideal place to enjoy a glass of wine and a cheese board.

A great way to beat the summer heat is with a visit to the Sugar Shak, located in the Town Center. This funky and fun ice cream and sweets parlor serves ice cream cones, malts, homemade lemonade, cookies, assorted candy, sodas and even real sugar cane stalks for natural snacking. The Sugar Shak is open daily.

Rosemary Beach's newest addition to the dining scene is La Crema Tapas & Chocolate, located at 38 Main Street in the courtyard of the Soleil Building. La Crema Tapas & Chocolate serves fresh, organic, tasty and inexpensive food in the Spanish tapas tradition, and is open daily from midday into the evening. Visit www.lacrematapas.com for more details.

For beach lovers, Bombora Sun & Surf is a one-stop shop for everything “beachy”—apparel, sunglasses, sunscreen, cameras, towels, fins, goggles, snorkels, floats, kites, beach balls and more. When it's time to hit the water, this is the place to find surfboards, skim boards, boogie

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boards, rash guards and all manner of beach activity gear for the entire family. Store hours are 9:00 a.m. to 5:00 p.m., seven days a week.

Bamboo Bicycle Company provide visitors with all their beach recreation and cycling needs. Adult and kid's bikes, baby joggers and scooters can be rented for a day or weekly, and rates average \$20/day for an adult bike rental.

Visitors can be reminded of the special times they have had at Rosemary Beach with a souvenir from the Rosemary Beach Trading Company. This shop features shirts, beachwear, sweatshirts and other logo-wear, as well as cookbooks, beach totes, sundries and more.

Additional shopping opportunities include Gigi's Fabulous Kids' Fashions & Toys; Tracery for interior décor and furnishings; Shabby Slips for custom slipcovers and furnishings; Pish Posh Patchoulis for luxurious skin, body and hair care products, fragrances and cosmetics; Willow for contemporary designer women's clothing; Moonpize for ladies shoes, jewelry and handbags; and World Six Gallery for unique experimental art.

All of this and affordable, too? Absolutely! Spring and fall daily rental rates at Rosemary Beach range from \$150 to \$1,353; weekly rates from \$889 to \$8,883. Spring break and summer daily rental rates range from \$165 to \$1,476; weekly rates from \$994 to \$9,744. At a great value, winter daily rental rates range from \$136 to \$1154; weekly rates from \$791 to \$8,015. These rates are further enhanced by seasonal and event guest specials (please see www.rosemarybeach.com for details). Comparatively speaking, rates at a resort could be higher, and offer little or none of the amenities that Rosemary Beach provides.

The Pensione, a contemporary European inn located at 78 Main Street, features 11 guest rooms, each with a gulf view. Inn amenities include queen-sized bed, private bath, flat screen

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television, wi-fi Internet access, DVD player, VOSS Norwegian Waters and Aveda bath products. The inn also has two handicapped accessible rooms and an ADA compliant elevator. Pensioners enjoy complimentary access to the Fitness Center and complimentary tennis at the Racquet Club, as well as unlimited free DVD rentals. Room rates start at \$150 (seasonal).

The new luxury hotel, Hotel Saba, is projected to open soon in downtown Rosemary Beach. Hotel features will include 56 guest rooms (including suites), underground parking, fine dining restaurant, lounge, conference spaces, retail shops, an exercise facility and pool.

Consumers, including many existing homeowners turned repeat buyers, have recognized Rosemary Beach as setting the standard in new urbanism town planning in this area, with a commitment to quality architecture and superior craftsmanship.

For cottage rental and conference facility information, contact:

Rosemary Beach Cottage Rental Company
Post Office Box 611040
Rosemary Beach, FL 32461
888/855-1551 (toll-free)
850/278-2100 (phone)
850/278-2030 (fax)
www.rosemarybeach.com
rentals@rosemarybeach.com

For Rosemary Beach Realty, Inc., contact:

Rosemary Beach Realty, Inc.
Post Office Box 611070
Rosemary Beach, FL 32461
800/736-0877 (toll free)
850/278-2000 (phone)
850/278-2048 (fax)
www.rosemarybeach.com
sales@rosemarybeach.com

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