

FOR MORE INFORMATION CONTACT:

Spring/Summer 2011

Shari E. Hubbard

Geiger & Associates Public Relations

850/942-6685 (phone)

850/942-1057 (fax)

shari.hubbard@geigerpr.com

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, pocket parks and ultimately to 2,500 feet of Gulf beach frontage.

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.

-more-

Quaint carriage houses and spacious multi-bedroom cottages, all individually designed and decorated, make *staying* at Rosemary Beach as much an experience as the destination itself. Each home is built, designed and decorated by its owner, according to certain specifications and guidelines, ensuring each is unique and reflects the owner's individual tastes and personality. Carriage houses and cottages are classified as Gulf-front, Gulf-side, Gulf-view or park-view, depending on where they are situated. As of spring/summer 2011, more than 600 cottages, carriage houses and loft/flat units were completed; of these, more than 180 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 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 can house 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 4,500 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 available amenities. 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;

-more-

television with cable; DVD; stereo and some with ipod stations and Wi-Fi. Some also offer private pools, jacuzzis and outdoor showers, an added beach convenience.

Each fully-equipped kitchen features a full-sized refrigerator; stove and microwave oven; top quality pots, pans, dishes, silverware and glassware; hand soap; dish soap; sponge and dish towels. As an extra touch, gourmet coffee, Bischoff cookies and bottled water are also 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 with 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 libraries, fine art, palmetto palm-bladed ceiling fans, hammocks, Adirondack lounge chairs, futons, sleigh beds, 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. Daily cleaning is also available for an additional charge.

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 swimming pools; Rosemary Beach

-more-

Racquet Club and eight fast-dry clay tennis courts, six lighted; bicycle, surfboard, kayak and Hobie Cat rentals; 2.3 mile fitness trail with exercise stations; a butterfly garden and a series of boardwalks for hiking and biking 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 Cottage Rental guests 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 special occasions. Included in this "downtown" area are most of the public buildings, such as the main offices, town hall, post office, restaurants, boutique shops, galleries 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, there is one large room and one small conference

-more-

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.

The town's 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, awarded four stars in all categories (food, atmosphere, value and overall rating) by the Northwest Florida Daily News, offers nightly dinner service and a full-service lounge. The restaurant is located on the ground floor of the Mercado Building on the corner of South Barrett Square and Scenic 30-A. Fresh, seasonal fare, abundant Gulf seafood, steaks and fine wines 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 during "season." 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. Serving northern Italian, regional cuisine in a casual setting, Onano offers indoor seating in addition to outdoor tables overlooking the Western Green. Dinner is served Monday through Saturday starting at 5:30 p.m.

-more-

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

Courtyard Wine and Cheese features 50 wines by the glass as well as a wide variety of upscale wines from around the world, stored in the only environmentally controlled wine room in northwest Florida. Wi-Fi compatible and located at 66 Main Street in the Gourd Garden Courtyard, Courtyard Wine and Cheese also features domestic and imported gourmet cheeses, which are 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.

Dog Man Du, a mobile hot dog cart open seasonally, is the perfect solution for a fast, delicious meal for those on the go. Dog Man Du also is open for Moonlight & Movies and Kids' Rock the Block parties, part of Rosemary Beach's special summer events.

Amavida Coffee, a family owned coffee shop, runs on the motto "Love for Life" and produces locally roasted, 100-percent natural Fair Trade Certified coffee. This Wi-Fi compatible shop also offers teas, pastries and desserts, and opens daily at 6:30 a.m. Amavida Coffee is located at 104 North Barrett Square, Unit 1A, in the Lofts West.

-more-

A festive addition to the Rosemary Beach dining scene is La Crema Tapas & Chocolate, located at 38 Main Street in the courtyard of the Soleil Building. This fun, hip restaurant offers fresh, organic, tasty and inexpensive food in the Spanish tapas tradition—including an array of decadent chocolate drinks and desserts--and opens daily at 4:00 p.m.

Another addition is Sno-Balls, a New Orleans-style snow cone shop. Located between Bamboo Bicycle Company and Summer Kitchen Café, Sno-Balls is open daily from 11:00 a.m. to 9:00 p.m., from Memorial Day weekend to Labor Day weekend.

For beach lovers, Bombora Sun & Surf is the 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 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 provides 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 had at Rosemary Beach with a souvenir from the Rosemary Beach Trading Company. This shop features tee-shirts, beachwear, sweatshirts and other logo-wear, as well as cookbooks, beach totes, photo frames, beach-themed home décor, eclectic gift items and much 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; Fitz & Emme for boutique children’s clothing; The Savvy Seahorse for home and lifestyle gifts;

-more-

Willow for contemporary designer women's clothing; Tommy Crow Collections for fine art and apparel based on Tommy Crow's photography; 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 \$188 to \$1,380; weekly rates from \$1,155 to \$9,079. Spring break and summer daily rental rates range from \$213 to \$1,398; weekly rates from \$1,330 to \$9,079. At a great value, winter daily rental rates range from \$172 to \$968; weekly rates from \$1,043 to \$6,139. These rates are further enhanced by seasonal and event guest specials (please see www.rosemarybeach.com for details). Comparatively speaking, rates at a resort can be higher, and offer little or none of the amenities that Rosemary Beach provides. In addition, packages and last-minute specials are available, and can be viewed on the Rosemary Beach website under the "vacation rentals" heading.

Pensione Inn, a contemporary European inn located at 78 Main Street, features 11 guest rooms, each with a Gulf view. Inn amenities include queen-sized beds, private baths, flat-screen televisions, Wi-Fi Internet access, DVD players, bottled waters and Aveda bath products. The inn also has two handicapped accessible rooms and an ADA compliant elevator. Pensione guests also 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 \$140.

A new luxury hotel, Hotel Saba, is currently under construction 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.

-more-

For Cottage Rental Company and conference facility information, contact:

Rosemary Beach Cottage Rental Company
Post Office Box 611040
Rosemary Beach, FL 32461
866/348-8952 (toll-free)
850/278-2100 (direct)
850/278-2030 (fax)
www.rosemarybeach.com
rentals@rosemarybeach.com

For Rosemary Beach Realty, contact:

Rosemary Beach Realty
Post Office Box 611070
Rosemary Beach, FL 32461
850/278-2000 (phone)
888/442-7644 (fax)
www.rosemarybeach.com
info@rosemarybeachsales.com

###