

MARGARITAVILLE®



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Upcoming Events Announced at Popular New LATITUDE MARGARITAVILLE Active Adult Communities

*Hilton Head Sales Center Opening February 17;
Nine Furnished Models to Make Daytona Beach Debut February 24*

Orlando, Fla. — February 7, 2018 – Minto Communities and Margaritaville Holdings today announced details surrounding upcoming events for their new [LATITUDE MARGARITAVILLE](#) 55-and-better active adult communities in Daytona Beach and Hilton Head. LATITUDE MARGARITAVILLE Hilton Head, the second community to open, is well underway with its sales center opening on February 17. In addition, the first community in Daytona Beach is unveiling nine new model homes on February 24.

“Latitude Margaritaville is a brand-new concept that is redefining active adult living,” said William Bullock, senior vice president of Minto Communities. “These 55-and-better communities are designed specifically for people who are seeking the unique fun lifestyle of Margaritaville. Interest has been phenomenal, with more than 100,000 prospective buyers registering to receive more information. We look forward to seeing this continue as we expand the Latitude Margaritaville concept.”

LATITUDE MARGARITAVILLE Hilton Head Sales Center Opening February 17

The sales center at the highly-anticipated LATITUDE MARGARITAVILLE Hilton Head will open in true Margaritaville fashion on Saturday, February 17 at 9 a.m. with preview tours, live entertainment, refreshments and more.

Upon entering the sales center, visitors will discover the exciting lifestyle at LATITUDE MARGARITAVILLE Hilton Head. Dynamic interactive displays, 3D amenity models, a colorful birds-eye view topo table of the community and a design center will allow prospective home buyers to experience the community lifestyle and create their dream home with a selection of home designs, floor plans, exterior finishes and premium features. The 7,442-square-foot sales center will reflect the community’s ‘casual-luxe’ design with Bahama shutters, coastal colors and a shaded front porch complete with Adirondack chairs.

Phase one of LATITUDE MARGARITAVILLE Hilton Head is currently underway with 203 home sites. Nine fully furnished model homes are projected to open by mid-2018. A wide range of home designs and floor plans will start in the low \$200s. Amenities will include a resort-style pool, fitness center, social hall, game and hobby rooms, arts and learning programs, indoor and outdoor dining with signature Margaritaville food and beverage concepts, tennis and pickleball courts, and a 290,000-square-foot Margaritaville retail center, developed in partnership with Sutton Properties, Inc. Buyers will be able to reserve a homesite in phase one, with home sales officially slated to begin on March 10th. Current plans call for 3,000+ homes once the community is complete.

LATITUDE MARGARITAVILLE Daytona Beach Opening Doors to New Model Homes February 24

A model home grand opening event will be held on Saturday, February 24 from 10 a.m. to 4 p.m. at LATITUDE MARGARITAVILLE Daytona Beach. While taking a peek at nine new designer model homes, guests will enjoy a festive street party with a live steel drum band, Margaritaville stilt walkers, complimentary food and beverages, giveaways and more.

The new models capture the “no worries” tropical vibe of the community while maintaining three distinct villa and single-family home collections – the Caribbean, Beach and Island. Visitors will tour four new villa home models – the Antigua, Barbuda, Jamaica and Nevis – that range from 1,503 to 1,862 square feet under air. All include two bedrooms, den or hobby room, two baths, covered lanai and two-car garage. Villa pricing starts at \$235,990.

Five different single-family home models are available for touring – the Aruba, Breeze, Coconut, Parrot and Trinidad. Single-family homes range from 1,684 to 2,564 square feet under air and feature two to three bedrooms plus den, two to three-and-a-half baths, a covered lanai and a two- or three-car garage. Pricing for single family homes starts at \$277,900.

LATITUDE MARGARITAVILLE Daytona Beach’s easy-care homes feature open, airy spaces that maximize natural light and flow into uniquely designed outdoor living spaces perfect for enjoying the Daytona Beach climate. These properties are ideally designed for relaxing, entertaining and comfortably accommodating houseguests. Spacious master suites include large walk-in closets and raised height vanities in the master bath.

LATITUDE MARGARITAVILLE Daytona Beach is currently selling homes in its first phase of 378 homesites. Current plans call for 3,000 homes, with the possibility of a future expansion for a total of 6,900 homes at buildout.

“Whenever we’re surrounded by the neighbors who will soon call Latitude Margaritaville home, their excitement is contagious,” said Tamara Baldanza-Dekker, chief marketing officer of Margaritaville. “It’s been so much fun to be part of this growing community and we can’t wait to keep the party going!”

For more information on LATITUDE MARGARITAVILLE and to sign up to receive regular development updates, visit www.LatitudeMargaritaville.com.

For more information on Margaritaville, visit www.margaritaville.com. Follow Margaritaville on Facebook at www.facebook.com/margaritaville, and on Twitter and Instagram at @Margaritaville.

For more information on Minto Communities, visit www.MintoUSA.com. Follow Minto on Facebook at www.facebook.com/MintoUSA, and on Twitter and Instagram at @MintoFlorida.

About Minto Communities USA

Minto Communities USA, based in Florida since 1978, has represented integrity, financial strength and enduring value for over 40 years. Minto builds exceptional new homes and communities to meet every lifestyle, with more than 25,000 new homes built in 46 communities. Minto is dedicated to continuous improvement in design, quality and customer experience. Applauded and recognized as an expert in building active-adult communities, Minto was awarded “Best Floor Plans for 50+” from Ideal-Living magazine. These are just some of the elements that set Minto apart as an exceptional home builder and community developer, and have earned the company national recognition that includes consistently high rankings from Eliant Customer Service Surveys. Minto has earned multiple national awards for community and home design, including 2016 Best Mixed-Use Community and 2017 Best Clubhouse from the National Association of Home Builders (NAHB) for The Isles of Collier Preserve community in Naples, Florida; and 2016 Best Clubhouse from NAHB for the Harbour Isle Beach Club in Sarasota-Bradenton, Florida.

About Margaritaville

Margaritaville is a global lifestyle brand inspired by the lyrics and lifestyle of singer, songwriter and best-selling author Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation.

Margaritaville features 11 lodging locations across the Southeast United States and Caribbean with more than 30 additional locations in the pipeline, four gaming locations and more than 60 food and beverage locations including signature concepts such as Margaritaville Restaurant, award-winning JWB Prime Steak and Seafood, 5 o’Clock Somewhere Bar & Grill and LandShark Bar & Grill. More than 15 million travelers every year change their latitude and attitude with a visit to a Margaritaville resort, residential real estate destination, vacation club, vacation home rental or restaurant.

Consumers can also escape everyday through a collection of Margaritaville lifestyle products including apparel, footwear, frozen concoction makers, home décor and more. Additionally, the brand’s food, beverage and spirits lines – including Margaritaville tequilas, rums, LandShark Lager – deliver authentic, tropical escapism to fans around the world. Margaritaville, a state of mind since 1977.

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PHOTO CAPTIONS (Rendering Credit: The McBride Company):

- 1) LATITUDE MARGARITAVILLE Hilton Head Town Center Rendering



- 2) LATITUDE MARGARITAVILLE Daytona Beach Pool Rendering



Editor's Note: A selection of renderings can be downloaded here:

<https://www.dropbox.com/sh/7vh9yjt88gyge8/AAD5PKxM14MSiMZf0zYXjhRDa?dl=0>