

ST JOE CO  
Form 8-K  
February 05, 2004

**Table of Contents**

**SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

**FORM 8-K**

**CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15 (d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported) February 5, 2004

The St. Joe Company  
(Exact Name of Registrant as Specified in Its Charter)

Florida  
(State or Other Jurisdiction of Incorporation)

1-10466  
(Commission File Number)

59-0432511  
(IRS Employer Identification No.)

245 Riverside Avenue, Suite 500, Jacksonville, FL  
Address of Principal Executive Offices)

32202  
(Zip Code)

(904) 301-4200  
(Registrant's Telephone Number, Including Area Code)

N/A  
(Former Name or Former Address, if Changed Since  
Last Report)

**TABLE OF CONTENTS**

ITEM 9. REGULATION FD DISCLOSURE

SIGNATURES

Ex-99.1 Supplemental Information re: EBITDA

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**Table of Contents**

**ITEM 9. REGULATION FD DISCLOSURE**

The purpose of this Form 8-K is to furnish Supplemental Information for the period ended December 31, 2003. A copy is furnished with this Form 8-K as Exhibit 99.1 and is incorporated by reference. Exhibit 99.1 reconciles Earnings before Interest, Taxes, Depreciation and Amortization ( EBITDA ) to the Registrants income from continuing operations. For more information regarding our use of EBITDA, see Financial Data in our press release dated February 3, 2004 which is Exhibit 99.1 to a Form 8-K furnished on the same date.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE ST. JOE COMPANY

Dated: February 5, 2004

By: /s/ Michael N. Regan

Name: Michael N. Regan  
Title: Senior Vice President