

Greene William Britton  
 Form 4  
 February 12, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Greene William Britton

2. Issuer Name and Ticker or Trading Symbol  
 ST JOE CO [JOE]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 245 RIVERSIDE AVENUE, SUITE 500

3. Date of Earliest Transaction (Month/Day/Year)  
 02/09/2007

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

Chief Operating Officer

(Street)  
 JACKSONVILLE, FL 32202

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount (A) or Price (D)		
Common Stock	02/09/2007		M		8,000 A \$ 29	68,893	D
Common Stock	02/09/2007		M		7,000 A \$ 32.65	75,893	D
Common Stock	02/09/2007		S		1,300 D \$ 57	74,593	D
Common Stock	02/09/2007		S		200 D \$ 56.3	74,393	D
Common Stock	02/09/2007		S		200 D \$ 56.26	74,193	D

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Common Stock	02/09/2007	S	300	D	\$ 56.25	73,893	D
Common Stock	02/09/2007	S	600	D	\$ 56.24	73,293	D
Common Stock	02/09/2007	S	400	D	\$ 56.21	72,893	D
Common Stock	02/09/2007	S	500	D	\$ 56.2	72,393	D
Common Stock	02/09/2007	S	200	D	\$ 56.19	72,193	D
Common Stock	02/09/2007	S	100	D	\$ 56.18	72,093	D
Common Stock	02/09/2007	S	100	D	\$ 56.17	71,993	D
Common Stock	02/09/2007	S	300	D	\$ 56.16	71,693	D
Common Stock	02/09/2007	S	600	D	\$ 56.15	71,093	D
Common Stock	02/09/2007	S	800	D	\$ 56.14	70,293	D
Common Stock	02/09/2007	S	800	D	\$ 56.13	69,493	D
Common Stock	02/09/2007	S	200	D	\$ 56.12	69,293	D
Common Stock	02/09/2007	S	400	D	\$ 56.11	68,893	D
Common Stock	02/09/2007	S	1,500	D	\$ 56.1	67,393	D
Common Stock	02/09/2007	S	700	D	\$ 56.09	66,693	D
Common Stock	02/09/2007	S	700	D	\$ 56.08	65,993	D
Common Stock	02/09/2007	S	400	D	\$ 56.07	65,593	D
Common Stock	02/09/2007	S	600	D	\$ 56.06	64,993	D
Common Stock	02/09/2007	S	200	D	\$ 56.05	64,793	D
Common Stock	02/09/2007	S	663	D	\$ 56.04	64,130	D
	02/09/2007	S	100	D		64,030	D

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Common Stock						\$ 56.03		
Common Stock	02/09/2007	S	200	D		\$ 56.02	63,830	D
Common Stock	02/09/2007	S	800	D		\$ 56.01	63,030	D
Common Stock	02/09/2007	S	2,137	D		\$ 56	60,893	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Employee Stock Option	\$ 29	02/09/2007		M	8,000	<u>(1)</u> 08/19/2012	Common Stock	8,000
Employee Stock Option	\$ 32.65	02/09/2007		M	7,000	<u>(2)</u> 08/18/2013	Common Stock	7,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Greene William Britton 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202			Chief Operating Officer	

## Signatures

/s/ Wm. Britton  
Greene

02/12/2007

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The options vested in equal installments on August 19, 2005 and 2006.
  - (2) 5,000 of the options exercised vested on August 18, 2005, and 2,000 of the options exercised vested on August 18, 2006. Of the remaining options, 3,000 vested on August 18, 2006, and 5,000 will vest on August 18, 2007.

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