

October 5, 2017



Bluegreen Vacations(TM) Names Famous Rhodes as Chief Marketing Officer

Bluegreen welcomes Rhodes to lead its digital, marketing, customer experience and branding initiatives

FORT LAUDERDALE, FL and BOCA RATON, FL -- (Marketwired) -- 10/05/17 -- Bluegreen Vacations Corporation ("Bluegreen Vacations" or "Bluegreen"), a wholly-owned subsidiary of BBX Capital Corporation (NYSE: BBX)(OTCQX: BBXTB) ("BBX Capital"), today announced that it has named Mr. Famous Rhodes as Chief Marketing Officer of Bluegreen Vacations Corporation.

"We believe Famous is an ideal fit with our goal to elevate Bluegreen's market profile, its marketing and branding elements, and growing market penetration in digital marketing, social media, public relations and product development," commented Shawn B. Pearson, Chief Executive Officer of Bluegreen Vacations Corporation. "We believe Famous has the background and acumen to lead Bluegreen forward in both digital technology and consumer experience, and we welcome him to the Bluegreen team."

Famous Rhodes, serving as Vice President, Digital & Customer Experience, was responsible for the online and store experience for AutoNation.com and over 300 store sites. Mr. Rhodes joined AutoNation in 2012, bringing over 15 years of expertise in the retail ecommerce and automotive industry. Prior to joining AutoNation, he was Head of Yahoo! Auto, North America. Prior to this, he worked for eBay, as the North America Head of eBay Motors, Car.com and KMPG Consulting in roles of increasing responsibility in various retail ecommerce, product development, marketing and general management capacities. Famous has been awarded numerous patents for his work evolving the online automotive retail experience.

About Bluegreen Vacations Corporation:

Bluegreen, founded in 1966 and headquartered in Boca Raton, Florida, is a leading vacation ownership company that markets and sells vacation ownership interests (VOIs) and manages resorts in top leisure and urban destinations. Bluegreen's Vacation Club is a flexible, points-based, deeded vacation ownership plan with approximately 200,000 owners, 66 Vacation Club and Club Associate Resorts and access to more than 11,000 other hotels and resorts through partnerships and exchange networks. Bluegreen also offers a portfolio of comprehensive, fee-based resort management, financial, and sales and marketing services, to or on behalf of third parties. For further information, please visit www.BluegreenVacations.com.

About BBX Capital Corporation :

BBX Capital Corporation (NYSE: BBX)(OTCQX: BBXTB), formerly BFC Financial Corporation, is a diversified holding company whose activities include its ownership of

Bluegreen Vacations Corporation and, through its Real Estate and Middle Market Divisions, the acquisition, ownership and management of joint ventures and investments in real estate and real estate development projects and middle market operating businesses. As of June 30, 2017, BBX Capital had total consolidated assets of \$1.5 billion. For further information, visit www.BBXCapital.com.

This press release contains forward-looking statements that involve a number of risks and uncertainties. All opinions, forecasts, projections, future plans or other statements, other than statements of historical fact, are forward-looking statements. The forward-looking statements in this press release are also forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and involve substantial risks and uncertainties. We can give no assurance that such expectations will prove to be correct. Future results could differ materially as a result of a variety of risks and uncertainties, many of which are outside of the control of management. Past performance and perceived trends may not be indicative of future results and there is no assurance that Mr. Rhodes will achieve success at Bluegreen. In addition to the risks and factors identified above, reference is also made to other risks and factors detailed in reports filed by the Company with the Securities and Exchange Commission, which are available in the Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2017, and its Annual Report on Form 10-K for the year ended December 31, 2016, which may be viewed on the SEC's website, www.sec.gov, or on BBX Capital's website, www.BBXCapital.com. BBX Capital cautions that the foregoing factors are not exclusive.

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