

Taylor Morrison
Dream Home Giveaway Sweepstakes & Instant Win Game
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.
VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW.

By entering this Promotion you are giving the Sponsor the right to communicate with you by e-mail. In subsequent e-mails you receive from the Sponsor as a result of entering this Promotion, you will have the option to elect not to receive further communication.

(1) Description of Sweepstakes - Taylor Morrison, Inc. (the "Sponsor") is offering the "Taylor Morrison Dream Home Giveaway Sweepstakes & Instant Win Game" (the "Promotion") and will award Sweepstakes prizes via a random selection from eligible entrants and Instant Win prizes via the distribution of Instant Win Scratch Cards. The Promotion begins at 12:00:01 AM Pacific Time ("PT") on January 4, 2010 and ends at 11:59:59 PM PT on May 31, 2010, ("Promotion Period"). The Promotion is intended for participation only in the United States and shall be construed according to, and governed exclusively by United States law. By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. By participating in the Promotion, entrants agree to release, discharge and hold harmless Promotion Entities (defined below), their respective parents, affiliates, subsidiaries, divisions, retailers, agencies and their respective officers, directors, employees and agents, from and against any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize.

(2) Eligibility - The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia (excluding Puerto Rico and all other U.S. territories) who are twenty-one (21) years of age or older at time of Promotion registration. If you have been convicted of a felonious crime or have been charged with a felonious crime as of May 31, 2010, you are not eligible to enter the Promotion. Additionally, employees, officers and directors of Taylor Morrison, Inc., their respective parents, affiliates, subsidiaries, divisions, advertising, promotional, fulfillment and marketing agencies (collectively "Promotion Entities"), their immediate families (parent, child, sibling & spouse) and persons living in the same households as such individuals (whether related or not), are not eligible to participate in the Promotion. Void in Puerto Rico, all other U.S. territories and where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.

(3) How to Enter the Sweepstakes - To receive one (1) entry in the Sweepstakes visit www.dreamhome.taylormorrison.com during the Promotion Period and complete the registration form with your e-mail address, first and last name, street address, city, state, zip code, and phone number, ("Registration Entry"). There is a limit of one Registration

Entry per person/e-mail address per day, up to a total of one hundred forty-eight (148) entries. After completing your first on-line Registration Entry, you can receive additional entries with a Promotion Code ("Code"): (a) Complete an appointment at a Taylor Morrison Sales Center which was set-up by a Taylor Morrison Internet Home Consultant to receive a Code for one hundred (100) additional entries; (b) Visit a Taylor Morrison Sales Center to receive a Code for forty-seven (47) entries. (Your Code for the additional entries will be found on the Instant Win Scratch Card you receive with your visit to the Taylor Morrison Sales Center; see Paragraphs 6, 7, and 8 for Instant Win Game details.) Enter your Code(s) at www.dreamhome.taylormorrison.com to complete your entry process. There is a limit of one hundred forty-eight (148) TOTAL entries per person/e-mail address regardless of entry method.

Sweepstakes Entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. A potential winner may be required to provide Sponsor with satisfactory proof that he/she is the authorized account holder of the e-mail address associated with the potentially winning entry. Entries generated by a script, macro or other automated means will be disqualified. Multiple entrants are not permitted to share the same e-mail address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different/duplicitous e-mail addresses, the use of a sweepstakes service, the use of multiple identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Entries that are incomplete, contain irregular or invalid information, or are corrupted are void and will not be accepted. By entering the Promotion, you agree to all of the terms and conditions of Sponsor's Privacy Policy, which is available at <http://www.taylormorrison.com/Terms.aspx>.

(4) Sweepstakes Prizes - One (1) Grand Prize winner ("Grand Prize Winner") will be selected from all eligible entrants. The Grand Prize consists of one (1) Taylor Morrison single-family residence ("Grand Prize Home") located in the Taylor Morrison or Legacy Morrison Homes/ Taylor Woodrow community of the Grand Prize Winner's choice (communities are located in the following states: Florida, Texas, Nevada, Arizona, Colorado and California) ("Community"); and one (1) trip ("Trip") for the Grand Prize Winner and up to three (3) travel companions to the Disneyland® Resort in Anaheim, CA ("Resort"). The total Approximate Retail Value ("ARV") of all components in the Grand Prize is \$202,500 and the odds of winning depend upon the number of eligible entries received.

Additional details on the Grand Prize Home - The Grand Prize Home consists of the winner's choice of a Taylor Morrison home elevation/floor plan not to exceed an ARV of \$200,000 as determined by the Sponsor as of June 30, 2010, which is not subject to review or challenge and is calculated to include the structure, options, appliances, lot, and landscaping. Grand Prize Winner and Sponsor will work together to choose the home/floor plan and options; however the Sponsor's guidelines and decisions regarding

various combinations of available options are final. The ARV of the Grand Prize Home is \$200,000; (The actual retail value may vary depending on market fluctuations, local property values and geographic location in the Community selected by the Grand Prize winner.) Any difference between the ARV of the Grand Prize Home and the actual value of the Grand Prize Home at the time of conveyance will not be awarded. The Grand Prize Home shall be conveyed to the Grand Prize Winner without representations or warranties, express or implied, other than those, if any, provided by Sponsor's affiliated selling entity to its homeowners pursuant to the Home Contract (defined below), and other than any applicable manufacturers' warranties. Real estate transfer taxes, deed recording charges and closing costs (including any necessary legal fees), pursuant to an agreement with Sponsor (the "Home Contract") to acquire the home, shall be the sole responsibility of the Grand Prize Winner, as will all current and future real estate taxes and all other taxes, costs, fees, and expenses related to the maintenance of the house commencing as of the date the Grand Prize Winner appropriately completes the close of escrow. Title insurance and homeowner's hazard and liability insurance shall be the sole responsibility of the Grand Prize Winner. The winner of the Grand Prize Home must complete the close of escrow no later than December 31, 2010. The Sponsor and Promotion Entities shall not be responsible for construction delays. Condition of title to home shall be as set forth in the Home Contract. In the event the Grand Prize Winner chooses a Taylor Morrison home with an ARV greater than \$200,000, the Winner may apply the ARV of \$200,000 toward any other Taylor Morrison home of his/her choosing with the express understanding that the Grand Prize Winner is responsible for any and all additional costs, fees, taxes and expenses associated with the selected home. Grand Prize Winner will be responsible for all expenses not listed, including but not limited to travel to and from the selected Community and travel to and from any meetings required for closing. Sponsor reserves the right to produce or televise the giveaway of the Grand Prize Home.

Additional Details on the Grand Prize Trip - Trip consists of: (a) Hotel accommodations for winner and travel companions for three (3) nights (one standard room, quadruple occupancy) at a hotel designated by the Sponsor at the Resort; (b) Roundtrip coach-class air travel for up to four (4) people from the major metropolitan airport in the U.S. nearest Grand Prize Winner's residence to a Southern California area airport, (air transportation provided only if winner does not reside within two hundred fifty (250) miles of the Resort); (c) Round-trip ground transfers from the destination airport to the Resort (ground transfers provided only if Grand Prize Winner does not reside within two hundred fifty (250) miles of the Resort; and (d) up to four (4) 2-Day Disneyland®; Resort Park Hopper®; tickets ("Tickets") good for admission to the Disneyland®; Park and Disney's California Adventure®; Park (subject to restrictions). The ARV of Trip is \$2,500. Actual trip value may vary based on airfare fluctuations and distance between departure and destination. Trip must be completed by September 30, 2010. Grand Prize Winner and his/her travel companions must travel on the same itinerary. If Grand Prize Winner and travel companions cannot complete the Trip by September 30, 2010, the Trip prize is forfeited and no additional compensation will be provided. If Grand Prize Winner elects to travel with fewer than three (3) Travel companions, no additional compensation will be awarded. If a travel companion is a resident of a jurisdiction that deems him/her

to be a minor, he/she must be accompanied by his/her parent/legal guardian, and such person must arrange and pay for his/her travel and accommodations unless the parent or legal guardian is the Grand Prize Winner or one of the Grand Prize Winner's travel companions. Trip is subject to availability, travel restrictions, conditions and limitations. Airline carrier's regulations and conditions apply. Theme park attractions and entertainment are seasonal and subject to change without notice. Travel and accommodations are subject to availability and block out dates and must be booked at least forty-five (45) days prior to arrival. Saturday night stay may be required. Once Trip dates have been booked, no change, extension or substitution of Trip dates is permitted, except at Sponsor's sole discretion. Sponsor will not replace any lost or stolen tickets or travel vouchers. Grand Prize Winner is solely responsible for all unspecified expenses, including, but not limited to, transportation to the Resort if a winner resides less than two hundred fifty (250) miles from the Resort, roundtrip transportation between the winner's residence and the major airport nearest winner's home, airport departure fees and taxes, travel insurance, resort fees or taxes, hotel room service, parking fees, laundry service, food, beverages, merchandise, souvenirs, local and long distance telephone calls, tips, gratuities and service charges, insurance and any other expenses not specifically mentioned as being included.

There is one (1) Grand Prize available with a total ARV of \$202,500. The odds of winning depend upon the total number of eligible entries received. The Grand Prize recipient shall not be permitted to (a) replace his/her designated prize with another prize or item; (b) transfer or assign his/her designated prize to another person or (c) redeem any prize or prize component for cash. Sponsor reserves the right to substitute any prize, or portions thereof, with a prize of comparable or greater value. Prizes and/or prize components awarded may differ from prizes and/or prize components shown in promotional materials.

(5) Sweepstakes Prize Awarding - Grand Prize Winner will be selected in a random drawing from all eligible entries conducted on or about June 14, 2010. Potential Grand Prize winner will be contacted within five (5) business days of the drawing by phone, e-mail and/or USPS mail ("Prize Notification") and provided with an Affidavit of Eligibility and a Liability/Publicity Release ("Affidavit"), which he/she will be required to complete, (unless prohibited by law). The Affidavit must be returned within ten (10) days of Sponsor's first provision of the Affidavit. In completing the Affidavit the potential winner is required to provide his/her social security number, which will be used solely for the purposes of Sponsor's legal compliance in filing US Tax Form 1099. Potential Grand Prize Winner will also be required to send a copy of his/her passport, driver's license, birth certificate or other appropriate documentation (acceptable to Sponsor) as proof of age and residency. Each travel companion will be required to sign and return a Liability Release/Publicity Release/Proof of Age document prior to travel. Non-compliance with any of these requirements will result in disqualification and forfeiture of the prize. Return of prize notification and/or the Affidavit as undeliverable will result in disqualification, forfeiture of the prize and the selection of an alternate Grand Prize Winner. Sponsor reserves the right to conduct a criminal background check on any potential Grand Prize Winner and in the event a potential Grand Prize Winner has

been convicted of a felon or has been charged with a felon as of May 31, 2010, he/she will be disqualified and an alternate Grand Prize Winner selected. Entrants grant Sponsor the right to use and publish Grand Prize Winner's proper name and State of residence online in connection with the Promotion. Acceptance of a prize constitutes permission for Sponsor to use Grand Prize winner's name and likeness solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law. All federal, state, local, and other taxes on prizes are the sole responsibility of the applicable winner.

(6) How to Play the Instant Win Scratch Card Game - Receive a FREE Instant Win Scratch Card ("Game Piece") when you visit any Taylor Morrison Sales Center during the Promotion Period, while supplies last. Rub-off the gold box and if your Game Piece reveals a prize you win that prize, subject to verification. There is a limit of one (1) Game Piece per person per visit to a Taylor Morrison Sales Center. A Sales Center visit is defined as one (1) visit in a twenty-four (24) hour time period. There are a total of forty thousand (40,300) Game Pieces available, while supplies last.

(7) Instant Win Prizes - Ten (10) HP Mini 110 NetBook, ARV \$350, odds of winning 1:4,030. Ten (10) Windows® 7 Software, ARV \$119.99, odds 1: 4,030. Twenty (20) Xbox® 360, ARV \$199.99, odds 1:2,015. Twenty (20) Microsoft® Zune® 16 GB HD Digital Media Player, ARV \$219.99, odds 1:2,015. Fifty (50) Disney® DVD, ARV \$19.99, odds 1:806. There are a total of one hundred and ten (110) Instant Win Prizes available with a total ARV of all instant win prizes of \$14,099. Odds of receiving a Game Piece with a prize are 1:366. There is a limit of one prize per person per household for the entire Promotion.

(8) How to Claim An Instant Win Prize - If you are the potential winner of an Instant Win Prize ("Instant Winner"), visit www.TMDreamHomeGiveaway.com/prizes and register your prize code. After registering your prize code you will receive a REFERENCE NUMBER. Enter the REFERENCE NUMBER in the area indicated on your Game Piece and sign and date the back of your Game Piece. Mail your original Game Piece to: Taylor Morrison Prize Claims, 16611 N. 91st Street, STE 106, Scottsdale, AZ 85260-1523, (your "Prize Claim"). Keep a photocopy for your files. Your Prize Claim must be postmarked no later than June 30, 2010 and received by July 9, 2010. Prize claims received after this date are void and will not be honored. You are not a winner until your potentially winning Game Piece has been verified. All Game Pieces become the property of the Sponsor and will not be returned. Sponsor is not responsible for late, lost, illegible, misdirected, postage due or mutilated Prize Claims. Prize Claims are subject to verification by an independent verification organization whose decisions in all matters relating to Game Card verification are final. Any fraudulent Prize Claims will be prosecuted to the fullest extent of the law. Instant Winners submitting valid and verified Prize Claims will be notified by phone and/or mail within approximately ten (10) business days of the receipt of the Prize Claim with information on how your prize will be fulfilled.

Any Game Piece will be automatically void if it is determined to be mechanically reproduced, photocopied, forged, altered or tampered with in any way; if it contains printing, production, mechanical, typographical or other errors; if it is obtained outside of authorized channels; or if it does not contain Sponsor's special security markings. Sponsor is not responsible for printing, distribution, or production errors and may rescind, cancel or revoke this Promotion based on any such error without liability, at Sponsor's sole discretion. Liability for defective Game Pieces is limited to replacement, while supplies last. In the event that an error occurs and more than the designated number of instant prizes are claimed, the designated number of prizes will be awarded in a 2nd chance drawing from among eligible claimants. In no event will the Sponsor be obligated to award more than the stated number of prizes for each category as published in these Official Rules.

(9) General - All decisions of the Sponsor in any matter relating to this Promotion shall be binding and final. Sponsor is not responsible for technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware, software, or web site. Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, for incorrect or inaccurate entry information, howsoever caused, or other error of any kind whether human, mechanical or electronic. Entrants found tampering with or abusing any, aspect of this Promotion, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate entrant's eligibility to participate in the Promotion. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Promotion if any fraud, virus or other technical problem corrupts the administration, security, or proper play of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment.

(10) Disputes: This Promotion is governed by the laws of the United States and the State of Arizona, without respect to conflict of law doctrines. As a condition of participating in this Promotion, entrants agree that any and all disputes with Sponsor which cannot be resolved and causes of action against Sponsor arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Arizona having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (e.g. costs associated with entering), and entrant further waives all rights to have damages multiplied or increased.

(11) Winners List - To receive a list of all winners, send a self-addressed stamped envelope for receipt by June 14, 2009 to: Dream Home Giveaway Winner Information, PO Box 12055, Scottsdale, AZ 85267-2055. (WA and VT residents may omit return postage.)

Sponsored by:
Taylor Morrison, Inc.
4900 N. Scottsdale Road, STE 2000
Scottsdale, AZ 85251

Administrated by:
Extra Mile Marketing
16611 N. 91st Street, STE 106
Scottsdale, AZ 85260-1523

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