

**Taylor Morrison's "2015 Homemade Memories"
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) OVERALL PROMOTION - Description: Taylor Morrison, Inc. (the "**Sponsor**") is offering the "**2015 Homemade Memories**" Promotion (defined below), in which there are two (2) different ways to participate and win prizes described as follows: (a) a Video Contest ("**Video Contest**"), in which ten (10) Semi-Finalist Winners and one (1) Grand Prize winner are determined by a combination of judging and user voting. and (b) a Voting Sweepstakes ("**Voting Sweepstakes**"), in which ten (10) winners are determined by random selection (collectively, the *Video Contest and Voting Sweepstakes* are referred to as the "**Promotion**"). The overall Promotion begins at 12:00 PM US Pacific Time ("**PT**") October 12, 2015 and end at 5:00 PM PT November 15, 2015 ("**Overall Promotion Period**").

(2) OVERALL PROMOTION - Eligibility: The Promotion (including the Video Contest, and Voting Sweepstakes) is open 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, you are not eligible to enter the Promotion. Additionally, employees, officers and directors of Sponsor, their respective parents, affiliates, subsidiaries, divisions, advertising, promotional, fulfillment and marketing agencies (collectively the "**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 or otherwise restricted by law, rule or regulation. All federal, state and local laws and regulations apply. *Please do not participate: (1) if you are not eligible and/or (2) if you are not located in the United States at the time of entry.*

(3) VIDEO CONTEST - How to Participate in the Video Contest: Create a brief video on the topic of "your most treasured memories of what a home means to you", (your "**Video Submission**").

Video Submission requirements for eligibility:

- Your Video Submission must be YouTube compliant pursuant to http://www.youtube.com/t/community_guidelines. Do not feature images of any person other than yourself and/or your immediate family members who have granted you permission for use of their image for your Video Submission.
- Your Video Submission must be no shorter than thirty (30) seconds and no longer than three (3) minutes in length.
- Do not include images of any object, location or building with brand names or logos, other than the Taylor Morrison® brand name or logo, which limited licensed use rights are granted by Sponsor for purposes of this Video Submission only and for no other use. (If your Video Submission includes logos or branded images, Sponsor has the right to blur and/or edit to remove or conceal the infringing image(s).)
- Your Video Submission: (a) must be totally original, not have been previously published or appear anywhere else and CANNOT contain any third party copyrighted or proprietary material (including but not limited to music, voices or artwork) or otherwise infringe on the intellectual, property or other rights of a third party; (b) must be suitable for general audiences (i.e., may not be obscene, indecent or offensive in any manner to any viewing audience, including but not limited to nudity, pornography, violent or profane depictions) and (c) must not depict or in any way violate either the spirit or letter of any law or regulation (including but not limited to those relating to Fair Housing).
- Your Video Submission must not depict Sponsor or any of its divisions, communities or employees negatively. Any Video Submission deemed negative, offensive or controversial will be unavailable for public view and will be disqualified.

- In Sponsor’s sole opinion, Video Submissions, which do not meet any of these requirements, will be disqualified.

To enter your Video Submission, visit www.taylormorrison.com/homemade-memories between 12:00 PM US Pacific Time (“PT”) October 12, 2015 and 5:00 PM PT November 15, 2015, (“**Overall Video Submission Period**”), complete the registration form with your first and last name, your e-mail address, street address, city, state, zip code, phone number and a brief title for your Video Submission. Follow the instructions at the site to upload your Video Submission. There is a limit of one (1) video submission only per person during the Overall Video Submission Period. Within the Overall Video Submission Period there are five (5) Weekly Judging Periods (“**Weekly Judging Periods**”) based on the schedule below and your Video Submission is only eligible for judging based on the Weekly Judging Period in which it is submitted by you (with no rollover possibilities thereafter to another Weekly Judging Period). Any attempt to submit your video in more than one (1) Weekly Judging Period will disqualify you from participation.

Weekly Judging Period	Begins 12:00:00 PM on Monday ...	Ends 5:00 PM on Sunday ...
One	October 12, 2015	October 18, 2015
Two	October 19, 2015	October 25, 2015
Three	October 26, 2015	November 1, 2015
Four	November 2, 2015	November 8, 2015
Five	November 9, 2015	November 15, 2015

By entering the Video Contest, you agree that you are giving Sponsor the right to post your Video Submission on its website and/or public websites where it maintains accounts and you are assigning all ownership and usage rights to your Video Submission to Sponsor in exchange for no compensation of any kind.

(4) VIDEO CONTEST - Judging and Semi-Finalist Determination: Video Submissions will be reviewed by a panel of Sponsor’s product managers and marketers and will be judged and weighted equally on each of the following points: (a) most articulate and genuine content relevant to the topic; (b) unique, interesting and/or entertaining content and (c) overall production value/technique. The judging panel will determine two (2) Semi-Finalists in each of the five (5) Weekly Judging Periods. The decisions of the judging panel in all matters relating to this Promotion are final. Judging will be completed on or about November 16, 2015. In Sponsor’s sole determination if an inadequate number of entries or entries of inadequate quality are received, it reserves the right NOT to determine any entries as Semi-Finalists or to determine any number of Semi-Finalists fewer than ten (10).

(5) VIDEO CONTEST - Voting and Video Contest Winner Determination: On November 16, 2015, the ten (10) Semi-Finalist Video Submissions selected by the Sponsor will be posted at www.taylormorrison.com/homemade-memories and available for voting. Semi-Finalist Videos are available for review and voting between 12:00 PM PT on November 16, 2015 and 11:59:59 PM PT on November 22, 2015 (“**Voting Period**”). The one (1) Semi-Finalist receiving the greatest number of votes at the conclusion of the Voting Period is deemed the Video Contest Winner. In the event of a tie, the Sponsor will determine the one (1) Video Contest Winner based on the judging criteria in Paragraph 4, above.

(6) VIDEO CONTEST PRIZES - Video Contest Grand Prize: One (1) Grand Prize with an approximate retail value (“ARV”) of \$13,000* inclusive of furnishings, merchandise, decorative items and artwork determined by interior design firm and from two (2) up to a maximum of ten (10) hours of professional interior designer consultation. Designer is chosen, engaged and paid for by Sponsor. All home furnishings, merchandise, decorative items and artwork will be selected by Sponsor at its sole discretion based upon consultation with and conveyed to Winner without representations or warranties, express or implied, other than those, if any, provided by any applicable manufacturers’ warranties. All costs, taxes, fees, and expenses associated with a prize or the acceptance and use of any element of a prize not specifically addressed above are the sole responsibility of the winner (e.g., extended warranties). Prize includes the delivery and installation costs, if applicable. **Exact value of design makeover depends on market fluctuations and items selected for the specific home.* **Video Contest Semi-Finalist Prizes:** Each of the ten (10) Video Contest Semi-Finalists will receive a GoPro Hero 4 (Black) camera with an ARV of \$499.99. There is a total of eleven (11) prizes available in the Video Contest with a total value of all prizes of \$17,999.90

Without in any way limiting, expanding or amending the Terms of Service at <http://www.taylormorrison.com/Terms.aspx> which shall remain in full force and effect, if Sponsor is duly

notified that any element of an Entrant's Video Submission infringes upon the rights of another person and/or receives a legally valid request to remove or invalidate the affected Video Submission because of such infringement, such Video Submission may be removed and disqualified from the Video Contest, as Sponsor may determine in its sole discretion. Further, Sponsor bears no responsibility if a Video Submission is not in compliance with the YouTube terms of service available at http://www.youtube.com/t/community_guidelines and is removed and/or unavailable due to failure to comply and or service interruptions at www.youtube.com. No Entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such Entrant's Video Submission has been or can be sufficiently cleared for legal purposes and such Entrant has complied with the terms of these Official Rules. By entering the Video Contest all Entrants (and any individual appearing in a Video Submission): (a) give the Promotion Entities full and complete usage rights to the Video Submission; (b) agree that all entries and entry materials (collectively, "**Registration Entry**") become the sole and exclusive property of Sponsor for its use as it deems appropriate and for no further compensation, acknowledgement of or approvals by Entrant and (c) agree that no Video Submission will be returned to Entrants as more particularly described in Paragraph 12, below.

(7) VOTING SWEEPSTAKES - How to Enter the Voting Sweepstakes: Please Visit www.taylormorrison.com/homemade-memories during the Voting Period and complete the registration form with your first and last name, your e-mail address, street address, city, state, zip code, phone number. Review the Semi-Finalist Videos and when you cast a vote for your favorite Semi-Finalist Video you will receive one (1) Registration Entry in the Voting Sweepstakes. There is a limit of one (1) vote and one (1) Registration Entry in the Voting Sweepstakes per person per day.

(8) VOTING SWEEPSTAKES - Voting Sweepstakes Prizes: Ten winners (10) winners will be selected in random drawings conducted on or before December 4, 2015 to receive one (1) GoPro Hero 4 (Black) camera with an ARV of \$499.99 which will be fulfilled to the address indicated in the Registration Entry. There are a total of ten (10) prizes available in the Voting Sweepstakes with a total ARV of all prizes of \$4,999.90. The odds of winning depend upon the number of eligible entries received during the Voting Period.

All federal, state, local, and other taxes on prizes are the sole responsibility of the applicable winner. Winners are solely responsible for reporting and payment of any taxes on prizes. In accordance with the IRS Guidelines, any person winning over \$600.00 in total prizes will receive a 1099 form from Sponsor at the end of the calendar year and a copy of such form should be filed with the IRS. Each winner must provide Sponsor with valid identification, and a valid taxpayer identification number or Social Security number for total prizes valued at \$600.00 or more, before any prize will be awarded. Sponsor reserves the right to withhold prizes until the completed W-9 form is received. Winners may waive their right to receive prizes. There are no prize substitutions or other options available. Prizes are non-assignable and non-transferable. Any costs associated with prize acceptance and use not specified herein as being provided, is the winner's sole responsibility.

By registering, you agree to the Terms of Service of this web site, these Official Rules and the receipt of e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails at any time by following the directions in any email received from Sponsor.

Potential winners will be contacted by phone and e-mail ("**Notification**") and provided with an Affidavit of Eligibility and a Liability/Publicity Release (collectively, the "**Affidavit**") which must be completed and returned within ten (10) days of Sponsor's first Notification. A potential winner will also be required to send a copy of his/her passport, driver's license, birth certificate or other appropriate documentation (acceptable to Sponsors) as proof of age and residency. All personal information provided by potential winners in connection with the Affidavit will be used for verification purposes only and handled in accordance with Sponsor's Privacy Policy found at taylormorrison.com. Failure to comply with any of these provisions will result in disqualification and forfeiture of the prize. Sponsor reserves the right to conduct a criminal background check on any potential prize winner and in the event a potential prize winner has been convicted of a felon or has been charged with a felon, he/she will be disqualified and the prize will be forfeited.

All Entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this Promotion and any person who does not comply with these Official Rules, will be ineligible for any prize(s) and may be prosecuted to the full extent of the law. If, during any portion of this Promotion, for reasons beyond the Sponsor's control (including, but not limited to, tampering or computer

virus infection), the Promotion is not capable of running as originally planned, the Sponsor, at its sole discretion, reserves the right to cancel, postpone, extend or otherwise modify the Promotion, without liability or prior notice and to the extent feasible, will determine winners and award prizes among entries received prior to cancellation or modification. Sponsor is not responsible for Internet, computer hardware and software, phone, and other technical errors, malfunctions, and delays. Entries, which are incomplete, inaccurate, irregular, or otherwise not in compliance with these Official Rules, are void.

(9) OVERALL PROMOTION - Right to Use Your Work and Information About You: By submitting an Registration Entry in the Video Contest, you: (a) represent and warrant that your Video Submission is wholly original, not previously published, and does not incorporate or include anything that is owned by any third party or would require the consent of any third party and your Registration Entry does not violate any copyright, trademark, publicity right, privacy right or any other right of any third party; (b) represent and warrant that your received the permission of any individual(s) appearing in your Video Submission (including family members) and such individual(s) agree with all terms and conditions as set forth in these Official Rules; (c) automatically grant to Sponsor a non-exclusive, world-wide, royalty free, irrevocable license to use, reproduce, create derivative works from, modify, publish, edit, translate, distribute and display your Video Submission; (d) agree that upon selection as a winner of any prize, you agree that your Registration Entry shall legally be considered a "work made for hire," with all rights therein, including, without limitation, the exclusive copyright, transferred to and being the property of Sponsor; (e) agree that upon selection as a winner of any prize, in the event your Registration Entry is considered not to be a "work made for hire," you irrevocably assign to Sponsor all right, title, and interest in and to your Video Submission (including, without limitation, the copyright) in any and all media whether now known or hereafter devised, in perpetuity, anywhere in the world, with the right to make any and all uses thereof, including, without limitation, for purposes of advertising or trade; and (f) agree that by submitting a Registration Entry, you grant to Sponsor the right to sell and otherwise distribute your Video Submission on any of its websites or in any of its advertising and/or products without any compensation. The rights granted under this paragraph shall extend to Sponsor, its parent and affiliated companies with respect to all entries and all other submitted materials related to the Video Contest, including those submitted by non-winners and winners.

By submitting a Registration Entry in any portion of the Promotion, you grant to Sponsor, its parent and affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), voice, biographical information, the Video Submission in your Registration Entry and written or oral statements, for advertising and promotional purposes in whole or any portion thereof in any media (including without limitation, the Internet, television or offline promotions) in promoting or publicizing Sponsor, its products or services, in perpetuity without further compensation, credit or right of review or approval unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), e-mail address, biographical information, or Registration Entry. The rights granted under this paragraph shall extend to Sponsor, its parent, and affiliated companies with respect to all Entrants in the Promotion, including non-winners and winners.

By submitting a Registration Entry and as a material condition of accepting the Prize (if selected), Entrant understands, accepts and agrees to actively participate and cooperate with Sponsor with respect to the timely consultation with the Design Consultant, and in-home on-air camera appearances to announce the Winner and the progress of the selection and final presentation of the Home. The in-home appearances may include the Design Consultant, Marketing Representatives of the Sponsor and/or any professional parties it has engaged for purposes of the filming or other promotion related activity on a minimum of two (2) or more occasions at times mutually convenient to all parties.

The content, information, data, designs and code associated with the Promotion and the Promotion's website are protected by intellectual property and other laws (including, but not limited to any unauthorized use of copyrighted materials, trademarks, or any other intellectual property of Sponsor).

(10) OVERALL PROMOTION - Release of Liability and Issues of Law: By participating, all Entrants release Sponsor, its parent, affiliates, partners, subsidiaries, officers, directors, agents, employees and all entities associated with the development and execution of this Promotion from any and all liability with respect to and in any way arising from participating in this Promotion, acceptance or use of prizes. Entrants also agree that Sponsor, its parent, affiliates, partners, subsidiaries, officers, directors, agents, employees and all entities associated with the development and execution of this Promotion are not responsible or liable for any injury or damage to an Entrant's or third person's computer related to or resulting from the Promotion, the Entries

and/or its prizes. Sponsor, its parent, affiliates, partners, subsidiaries, officers, directors, agents, employees and all entities associated with the development and execution of this promotion are not liable for damage to a user's computer system (including, without limitation, any server failure or lost, delayed or corrupted data or other malfunction) due, either directly or indirectly, to an Entrant's participation in the Promotion or downloading of information in connection with the Promotion. The Sponsor reserves the right to modify or cancel the Promotion in the event that any portion of any website used to administer any aspect of the Promotion becomes technically corrupted.

UNDER NO CIRCUMSTANCES SHALL THE RELEASED PARTIES BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, ATTORNEYS' FEES, OR ANY OTHER DAMAGES.

All Federal, state and local laws and regulations are applicable. THE ARIZONA COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE PROMOTION AND THE LAWS OF THE STATE OF ARIZONA SHALL GOVERN THE PROMOTION. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THOSE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. The Promotion is void prohibited or otherwise restricted by law.

(11) OVERALL PROMOTION - WINNER'S LIST AND SPONSOR:

Winners List: For a list of Promotion winners, send a self addressed stamped* envelope postmarked no later than January 2, 2016 to: Taylor Morrison Homemade Memories Winners, PO Box 12055, Scottsdale, AZ 85267-2487. **Except in those jurisdictions where prohibited by law.*

Sponsor: Taylor Morrison, Inc., 4900 N. Scottsdale Road, Ste. 2000, Scottsdale, AZ 85251, Attn: Taylor Morrison Homemade Memories Administrator