

**Taylor Morrison's  
2012 Guess What's in the Box™ Official Rules\***

**NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW.**

**Promotion Period:** Taylor Morrison's 2012 *Guess What's in the Box Giveaway Promotion* (the "**Promotion**") will commence at 12:01 a.m., November 8, 2012 and end at 11:59 P.M., December 14, 2012 (collectively, the "**Promotion Period**").

**How to Enter:** To participate in the Promotion, you must enter during the Promotion Period and guess at the *What's in the Box* question(s) on our blog at <http://blog.taylormorrison.com>.

**Winner Determination:** Each of the 9 Prize winners will be the first eligible Entrant to correctly answer the corresponding *What's in the Box* question correctly via a blog comment on the Taylor Morrison "Guess What's in the Box" post. In the event of a tie for any of the nine (9) prizes, Sponsor will determine the winner(s) in its sole discretion. ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL. There will be a total of nine "Guess What's in the Box" prizes to which multiple hints will be posted for each one until someone correctly guesses exactly what's in that particular box. There will be only one "*Guess What's in the Box*" prize available for guessing at a time(i.e., once a correct guess to the currently posted box has been received and verified by Sponsor, the hint(s) for the contents of the next box will be posted). The number and timing of hints posted per each of the nine (9) prizes are solely based on how many "hints" are needed before the correct guess is received. Sponsor reserves the right to post as many or as few hints as it deems necessary for any given prize within the Promotion Period and there is no minimum or maximum number of days of hints allocated per prize.

**Eligibility:** The Promotion is open to legal residents of the 50 United States including the District of Columbia (excluding Puerto Rico), who are at least 18 years of age at the time of entry (each an "**Entrant**"). Employees, officers and directors of Sponsor and their respective related companies and agents, as well as the immediate family (defined as parents, spouse, children, siblings and grandparents) and household members of each are not eligible to enter. Participation constitutes Entrant's full and unconditional acceptance of these Official Rules and Sponsor's decisions, which are final. Winning a prize is contingent upon fulfilling all requirements as set forth in these Official Rules. Making a purchase will not increase your chance of winning. Void where prohibited or otherwise restricted by law.

Total cumulative value of the 9 prizes is \$1,700.00 (the specific breakdown of which consists of 9 distinct prizes with varying related ARVs intentionally not set

forth herein due to the premise of the Promotion). No prize substitutions, cash equivalent or transfer of prizes permitted, except at the sole discretion of the Sponsor. Prizes subject to availability and Sponsor reserves the right, at its sole discretion, to award a prize or prizes of greater or equal value if any prize in the "box" is unavailable or to award additional prizes (if any) in its sole discretion. Odds of winning a prize are based on the number of eligible Promotion entries received per prize during the Promotion Period. Winners are responsible for all federal, state, and local taxes, including without limitation any applicable income taxes on prizes and for any other expenses (if any) relating to the use of any awarded prize.

Taylor Morrison in its sole discretion will decide on each of the nine (9) Winners, based on the criteria set forth herein.

**Notification:** Each potential prize winner will be notified by email within 48 hours of their correct guess. Return of any prize notification as undeliverable will result in disqualification and selection of an alternate winner of that particular prize (based on the timing of submission of a subsequently received correct guess for the same box or by random selection of all Entrants if no other correct guesses were received for a particular prize).

**General Rules:** Each Winner must comply with all instructions in their respective prize notification letter, including the completion of an affidavit and liability/publicity release (collectively, the *Winner Release Form* described below), and return such Winner Release Form within fifteen (15) days of the date on the prize notification letter; otherwise the prize will be forfeited and an alternate winner will be selected (see "Notification").

Entrants agree that if they are one of the Prize Winners of the Promotion they will be required to sign Sponsor's "**Winner's Release Form**" which includes but is not limited to the following; (i) confirming eligibility requirements; (ii) authorizing use of name, likeness, voice, hometown, etc. on Sponsor's website and other media outlets and in any and all publicity, promotion, or advertising, and (iii) waiving any and all claims, causes of action, law suits or demands of any nature whatsoever, known or unknown, including without limitation personal injury, damages or other claims, loss or damages, that could possibly be asserted against Sponsor, the Promotion's partners or their respective employees, agents, officers, affiliates, subsidiaries, successors and assigns, arising in any way in connection with the Promotion, announcement of the Prize Winners, or the Prizes that were awarded.

LIMITATION OF LIABILITY: BY PARTICIPATING IN THE PROMOTION, ENTRANTS AGREE TO ABIDE BY THE TERMS OF THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, WAIVE ANY RIGHT TO CLAIM AMBIGUITY IN THE OFFICIAL RULES, AND RELEASE, INDEMNIFY, AND HOLD HARMLESS THE SPONSOR, AND ITS PARENTS, AFFILIATES, SUBSIDIARIES, AND ALL OF THEIR RESPECTIVE AGENTS,

REPRESENTATIVES, OFFICERS, DIRECTORS, SHAREHOLDERS, MEMBERS AND EMPLOYEES (COLLECTIVELY, “**RELEASEES**”) FROM AND AGAINST ANY INJURIES, LOSSES, DAMAGES, CLAIMS, ACTIONS, OR ANY LIABILITY OF ANY KIND RESULTING FROM OR ARISING FROM PARTICIPATION IN THE PROMOTION OR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED. Releasees are not responsible for printing or typographical errors in any Promotion-related materials; or for electronic, computer, or telephonic malfunction or error, including inability to access any web site associated with this Promotion.

**Additional Terms:** Sponsor reserves the right to modify or terminate this Promotion or disqualify any entry in the event of technical impairment by computer virus or otherwise. Sponsor reserves the right to modify, extend or terminate the *Promotion* at any time without further notice. In the event of early termination, Sponsor will randomly select any remaining Winners from all eligible entries received at time of termination. In the event of a dispute concerning the identity of the person submitting an entry, the entry will be deemed to be submitted by the person in whose name the email account is registered. This Promotion is governed by the laws of the United States with venue in Maricopa County in the State of Arizona.

**Sponsor & Promotion Administrator:** Taylor Morrison, Inc., 4900 N Scottsdale Rd, Suite 2000, Scottsdale, AZ 85251, Attn: Promotion Administrator.

**Winner’s List or Rules Requests:** Send a self-addressed, stamped envelope to: What’s in the Box Promotion (Please list either *Winner’s List* or *Rules Requests*, as applicable). Written requests must be received after December 14, 2012 and by no later than January 3, 2013. VT residents may exclude return postage.

**No Affiliation Between Promotion and Third Parties:** \**The* manufacturers/distributors of the nine (9) prizes to be given away(collectively, the “**Third Parties**”) are not sponsors or endorsers of or affiliated in any way with the Taylor Morrison *Guess What’s in the Box Promotion* or with the Sponsor/Promotion Administrator and assume no responsibility or liability related to this Promotion.

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