

**Taylor Morrison's
2018 Simple Joys Promotion Official Rules**

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

Promotion Period: Taylor Morrison's 2018 *Simple Joys Promotion* (the "**Promotion**") will commence at 8:00 a.m. (Pacific Time), December 3, 2018 and end at 11:59 p.m. (Pacific Time), December 7, 2018 or when all prizes have been guessed correctly (collectively, the "**Promotion Period**").

How to Enter: To participate in the Promotion, you must enter during the Promotion Period and submit your best guesses for "Simple Joys" to the Official Promotion Thread on Taylor Morrison's Facebook page (www.facebook.com/taylormorrison). Entries **must** follow the additional instructions stated on the Official Promotion Thread in order to be eligible.

Guesses must be submitted as follows. Taylor Morrison will post one Prize Package "official thread" each weekday only on December 3– December 7 (5 days total). Each Prize Package contains multiple items in it, and each person's guess must contain guesses for each item. There will not be a limit to the number of guesses submitted by a person each day. The winning answer for that day's prizes is the person who first guesses ALL Prize Package items for that day's post correctly in a SINGLE comment.

Winner Determination: Each of the five (5) Prize Package Winners (each a "**Prize Winner**") will be chosen by the Sponsor from all eligible entries, based on the earliest correct guess as determined by the comment time stamp. ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL. ANY EDITED COMMENTS WILL BE DISQUALIFIED SINCE SPONSOR CANNOT DETERMINE IF IT WAS EDITED TO MAKE COMMENT APPEAR EARLIER IN TIMELINE. There will be a total of five (5) Prize Packages, each Prize Package will consist of several prizes combined. There will be a total of five (5) separate Prize Packages of varying types, sizes and predetermined values. Each Prize Package will be comprised of several individual prizes. Approximate total retail value of all five (5) Prize Packages combined is in an amount not to exceed approximately \$8,200 ARV. The exact value of each individual Prize Package will not be announced until the corresponding Prize Package Winner is selected.

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. If you have previously been disqualified from any other Promotion offered by Sponsor or any affiliate of Sponsor for any reason (whether or not any disqualification was based on direct or indirect actions by you or on your behalf), you are **not** eligible to enter or win. If you, an immediate family member or a resident of the same household or email address has already won one of the five (5) Prize Packages, all such individuals are no longer eligible to enter or win any other one or more of the remaining Prize Packages during this Promotion Period. Only one of the five Prize Packages will be awarded per person/email/household during the Promotion Period.

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 is unavailable, to award additional prizes (if any) or to extend the Promotion Period for any reason and 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.

Each Prize Winner is solely responsible for reporting and paying any and all applicable 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, which are not otherwise specifically provided for in these Official Rules. Any valuation of the prize(s) stated above is based on available information provided to the Sponsor, and the value of any prize awarded to a Prize Winner may be reported for tax purposes as required by law. Upon request, each Prize Winner must provide the Sponsor with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Sponsor will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS as required in satisfying Sponsor's own tax reporting obligations. Winners should independently seek tax advice on the applicability (if any) to Winner's own tax obligations resulting from its receipt of such form 1099. All personal information collected will be used pursuant to Taylor Morrison's privacy policy.

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

Notification: Each potential Prize Winner will be notified by email or Facebook message / wall post within approximately 48 hours of being selected as a potential Prize Winner. Return of any prize notification as undeliverable or failure of potential Prize Winner to respond to prize notification within 24 hours will result in disqualification and selection of an alternate potential Prize Winner.

General Rules: Each potential Prize 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 seven (7) 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 required steps: (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 marketing or other 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. SPONSOR RESERVES THE RIGHT TO MODIFY THESE RULES AT ANY TIME WITHOUT NOTICE. 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 or its failure to detect any Entrant’s tampering with any entry notwithstanding its efforts to thoroughly review for such potential issues prior to announcing a potential Prize Winner.

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, inappropriate content (determined at discretion of Sponsor), 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 Facebook 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: Simple Joys Promotion Administrator.

No Affiliation Between Promotion and Third Parties: Neither the manufacturers nor the distributors of the prizes to be given away (collectively, the “**Third Parties**”) nor Facebook are sponsors or endorsers of or affiliated in any way with the Taylor Morrison *Simple Joys Promotion* or with the Sponsor/Promotion Administrator and assume no responsibility or liability related to this Promotion.

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