

LENNAR UNBOX YOUR HOME CONTEST OFFICIAL RULES

The Lennar Unbox Your Home Contest Promotion (the “Promotion”) is sponsored by Lennar Corporation, 550 Greens Parkway #111, Houston, TX 77067 (“Lennar” or “Sponsor”). The Promotion is governed by these official rules (“Official Rules”). By participating in the Promotion, each entrant agrees to abide by these Official Rules, including all eligibility requirements, and understands that the results of the Promotion, as determined by Sponsor and its agents, are final in all respects. The Promotion is subject to all federal, state and local laws and regulations and is void where prohibited by law.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH YOUTUBE, VIMEO OR INSTAGRAM (EACH A “SOCIAL MEDIA SITE” AND COLLECTIVELY THE “SOCIAL MEDIA SITES”) OR FACEBOOK. YOU UNDERSTAND THAT YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND ITS THIRD PARTY PROMOTIONS ADMINISTRATOR AND NOT TO FACEBOOK OR THE SOCIAL MEDIA SITES. THE INFORMATION YOU PROVIDE WILL ONLY BE USED AS PROVIDED BELOW IN THESE OFFICIAL RULES.

PROMOTION PERIOD

The Promotion begins at 12:00 am ET on March 18, 2015, and ends at 11:59 pm ET on June 15, 2015 (“Submission Period”), followed by the voting period starting from 12:00 am ET on June 16, 2015 and ending at 11:59 pm ET on June 29, 2015 (“Voting Period”). All entries must be received on or before 11:59 pm ET on June 15, 2015 to be eligible.

ELIGIBILITY

The Promotion is open to legal residents of the 50 U.S. states and D.C., who (1) are eighteen (18) years of age or older at the time of entry, (2) have Internet access and a valid e-mail account prior to the beginning of the Submission Period, and (3) have entered into a fully executed purchase agreement with Lennar for a new Lennar home, where the closing occurs during the Submission Period, according to the terms of that contract (excluding real estate professionals).

Do not enter this Promotion if you are not a resident of one of the 50 U.S. states or D.C. or otherwise not eligible for the Promotion at the time of entry. Employees, officers and directors of Lennar, Universal American Mortgage Company, North American Title, Erwin Penland, Zimmerman Advertising, Larry John Wright, Inc., Mottis, Rawle Murdy, Sherman Advertising Agency, Success Communications Group, iFuel Interactive, Struck, Cohen and Company Creative, WhiteHot, Inc., Gilbert & Sheppard Group, and their respective parents, subsidiaries, agents and suppliers, as well as members of their immediate families (defined as parents, spouses, children, siblings and grandparents) and individuals living in the same household as those individuals are not eligible to enter or win. Lennar has the right to verify the eligibility of each entrant.

HOW TO ENTER

Record the moments when you are walking into your new Lennar home for the first time after the closing, following the Submission Requirements below (“Video Clip”), and upload your Video Clip to a Social Media Site (i.e., YouTube, Vimeo, or Instagram). To enter, log in to your Facebook account, visit the Lennar page on Facebook at <https://Facebook.com/Lennar> and access the application hosted by Pancake Laboratories, Inc. (“Administrator” or “Pancake”) that is available on the promotions tab (the “Promotion Website”). Complete and submit the entry form available on the Promotion Website with a link to your Video Clip uploaded to a Social Media Site (together with Video Clip, “Submission”) during the Submission Period. All Submissions must be received during the Submission Period. You will receive one (1) entry into the Promotion per Submission. **Limit one (1) entry per household. Lennar has the right to disqualify any entry or request removal of any post to a Social Media Site that does not comply with these Official Rules and the entry instructions.**

Only online entries submitted through the Promotion Website in accordance with these Official Rules will be accepted. No faxed, telephoned, emailed or mailed entries will be accepted. Subsequent attempts made by the same individual to submit multiple entries may disqualify entrant from the Promotion. Lennar may not receive entries that fail to strictly follow the posting instructions set forth in these Official Rules and Lennar is not responsible for failure to see or receive an entry.

Sponsor has no obligation to advise an entrant of an incomplete or otherwise non-compliant entry. Use of automated entry systems and tampering with the entry process or the operation of the Promotion is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. Entries generated by a script, macro, or other automated means will be disqualified. Lennar is not responsible for lost, late, invalid, unintelligible, incomplete, garbled, or misdirected entries, which will be disqualified. Receipt of entry will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt. Any automated computer receipt (such as a "thanks for entering" message) does not constitute proof of actual receipt of entry by Lennar. In the event of a dispute as to any entry, the authorized account holder of the email account used to enter will be deemed to be the entrant. The "authorized account" holder is the natural person assigned the email account by email. Potential winner may be required to show proof of being the authorized account holder.

PLEASE READ THE FOLLOWING REQUIREMENTS CAREFULLY. SUBMISSIONS WHICH DO NOT COMPLY WITH THESE REQUIREMENTS MAY BE DISQUALIFIED OR NOT FULLY CONSIDERED.

Submission Requirements:

To be eligible:

- Each Submission must be unique and may not be a duplicate of a prior Submission made by any other entrant.
- Submissions may be serious or humorous, as long as they adhere to the Promotion theme stated above.
- Submissions must be in the format required by the Promotion Website and selected Social Media Site.
- Submissions must be made public on each Social Media Site.

In addition, Submissions may not contain, as determined by Sponsor in its sole discretion, any content that:

- is sexually explicit or suggestive; violent or derogatory of any ethnic, racial, gender, religious, professional or age group or treat any individual, organization or group with disrespect; profane or pornographic; contains nudity or is otherwise potentially offensive to a family audience;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or depicts the use of any of the foregoing); references politics or takes a political point of view;
- depicts or describes any act which is dangerous or suggests any person undertake a dangerous activity, as determined by Sponsor, in its sole and absolute discretion;
- defames, misrepresents or contains disparaging or defamatory remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by third parties other than Sponsor;
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses, street addresses or telephone numbers;
- contains copyright-protected materials owned by third parties other than Sponsor (such as photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- contains materials embodying the names, likenesses, voices, or other indicia identifying celebrities or other public figures, living or dead, or images of individuals who have not granted permission;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and good will of the Promotion or Sponsor;
- is inappropriate, indecent, harmful, discriminatory or obscene; or
- violates any law.

Rights of Privacy and Publicity of Others: By submitting a Submission, you represent and warrant that you have obtained written permission from each person whose name, image, likeness or voice ("Likeness") is included in the Submission; that such person has granted you all necessary rights to use the person's Likeness in the Submission and as described in these Official Rules; and that you can and will make written copies of such permissions available to Sponsor upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness on behalf of the minor.

Submissions, in whole or in part, become the exclusive property of Sponsor and will not be returned. The entrant that submitted the entry unconditionally and irrevocably grants to Sponsor (and those acting pursuant to the direction of Sponsor) a perpetual, worldwide, royalty-free, irrevocable, fully-transferable license to use, display, reproduce, communicate, publish, alter, edit, abridge, translate, assign, license or dispose of that Submission in any way (without approval of, compensation or acknowledgement to the individual that submits an entry), and to otherwise exploit the Submission (and any information or ideas contained therein) for promotional purposes in any media or manner worldwide. Any individual submitting a Submission hereby waives in favor of Sponsor any moral rights, "droit moral," rights of attribution or similar rights the individual might otherwise have in or to the Submission. Sponsor shall have no obligation to maintain any of the Submissions or information or ideas contained therein as confidential or proprietary. Entrants agree that there is no guarantee that Sponsor will make use of any rights granted to Sponsor in any Submission and any use of a Submission is solely at Sponsor's discretion.

All Submissions must be in keeping with Sponsor's image and may not be offensive, as determined by Sponsor, in its sole and absolute discretion. Sponsor reserves the right, but will not be obligated, to review (or have its designee review) Submissions for compliance with these Official Rules. Sponsor may disqualify any Submission or remove any Submission from the Promotion Website for any reason, as determined by Sponsor in its sole and absolute discretion, exercised at any time. Any Submission that fails to comply with the requirements set forth in these Official Rules or on the Promotion Website, as determined by Sponsor in its sole discretion, may be disqualified.

NOTE ABOUT THE PROMOTION WEBSITE

Your use of the Promotion Website is subject to terms and conditions available at <http://www.shortstack.com/tos/>. Please review the terms and conditions governing use of the application before entering the Promotion. By entering the Promotion, entrants acknowledge and agree that information submitted through the Promotion Website may be collected and shared by Pancake according to the shortstack.com Privacy Policy, currently available at <http://www.shortstack.com/privacy/>.

NOTE ABOUT FACEBOOK AND THE SOCIAL MEDIA SITES

Sponsor is not responsible for any changes or unavailability of Facebook or the Social Media Sites that may interfere with the Promotion (including any limitations, restrictions, or conditions on Sponsor's ability to use Facebook or the Social Media Sites for the Promotion as set forth in these Official Rules that are not acceptable to Sponsor) or ability of entrants to timely enter, receive notices or communicate with Sponsor via Facebook or the Social Media Sites, in which case, Sponsor, in its sole discretion, may terminate or modify the Promotion. Your use of Facebook or the Social Media Sites is subject to terms and conditions set by Facebook or each Social Media Site. Terms and conditions for Facebook are available at <https://www.facebook.com/policies>. Terms and conditions for YouTube are available at <https://www.youtube.com/t/terms>. Terms and conditions for Vimeo are available at <https://vimeo.com/terms>. Terms and conditions for Instagram are available at <http://instagram.com/legal/terms/>. In the event of a dispute concerning who submitted an entry, the entry will be declared to have been made by the registered account holder of the email address associated with Facebook account for the potentially winning entrant provided that person meets all other eligibility criteria.

MOBILE DISCLOSURE

Depending on entrant's phone's capabilities, standard text messaging rates or data charges may apply, when using a wireless mobile device in connection with the Promotion, according to the terms and conditions of entrant's service agreement with his/her wireless carrier. Other charges may apply (e.g., normal airtime and carrier charges) and may appear on entrant's mobile phone bill or be deducted from prepaid account balance. Wireless carrier's rate plans may vary. Entrants should contact his/her wireless carrier for more information on messaging rate plans and charges relating to his/her participation in this Promotion.

WINNER SELECTION

Each eligible Submission will be available for viewing on the Lennar page on Facebook during the Voting Period. During the Voting Period, visitors to the Lennar page on Facebook, who have a valid Facebook account, may vote on their favorite Submission ("Voters"). Limit one (1) vote per Voter. Entrant who submitted a Submission that scores the highest number of votes during the Voting Period will win the prize subject to verification. On or about June 30, 2015, a potential winner will be announced. In the event of tie, potential winner will be selected by Sponsor using the following criteria: 1) creativity (40%); 2) originality (30%); and 3)

entertainment value (30%). Prize may not be awarded if an insufficient number of eligible Submissions is received.

Entrants and visitors to the Promotion Website may not use any robot, spider, or other automatic device to vote in the Promotion, may not use any device, software, or routine to interfere or attempt to interfere with the proper working of the voting for the Promotion, and may not solicit or participate in crowdsourcing (e.g., soliciting votes from a large group of people from an online community) to unfairly interfere or attempt to interfere with the intended voting behavior for the Promotion. Sponsor is not responsible for any errors or inaccuracies in the tallying or calculation of views or votes in the Promotion.

Potential prize winner must comply with these Official Rules in order to be confirmed the winner of a prize. Potential prize winner must sign and return any required forms, including, without limitation, affidavits of eligibility, prize acceptance and liability and publicity release forms, and IRS-W9 forms, to Sponsor seven (7) days after delivery of the forms. If a potential prize winner fails to comply with these Official Rules or fails to return all of the required forms within the time specified, that potential prize winner may be disqualified, and an alternative prize winner may be selected by Sponsor based on a Submission that scored the next highest number of votes. The return of the above-mentioned forms within the allotted time shall be solely the responsibility of the prize winner; Sponsor is not responsible for delays in delivery.

PRIZE

One (1) prize: \$10,000 cash. (ARV: \$10,000) Prize to be awarded in the form of cash or a check in Sponsor's sole discretion.

ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER AND WILL BE BASED ON THE ACTUAL RETAIL VALUE OF THE PRIZE.

ADDITIONAL LIMITATIONS

Prize is non-transferable. No substitution or cash equivalent of prize is permitted; however, Sponsor reserves the right to substitute the prize with another of equal or greater value. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives are not responsible for any typographical or other errors in the offer or administration of the Promotion, including, but not limited to, errors in any printing or posting of these Official Rules, the selection and announcement of any winner, or the distribution of any prize. Any attempt to damage the content or operation of this Promotion is unlawful and subject to possible legal action by Sponsor. Sponsor reserves the right to terminate, suspend or amend the Promotion, without notice, and for any reason, including, without limitation, if Sponsor determines that the Promotion cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the Promotion. In the event any tampering or unauthorized intervention may have occurred, Sponsor reserves the right to void suspect entries at issue. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any telephone network or service providers, are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website or online service or any other error, human or otherwise.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE PROMOTION, EACH ENTRANT AGREES TO RELEASE AND HOLD HARMLESS LENNAR, THE SOCIAL MEDIA SITES, ADMINISTRATOR AND THEIR RESPECTIVE PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY (INCLUDING, WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES) WHETHER ARISING IN TORT (INCLUDING NEGLIGENCE, WHETHER ACTIVE, PASSIVE OR IMPUTED), CONTRACT, WARRANTY, STRICT LIABILITY, RELIANCE OR UNDER ANY OTHER THEORY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE PROMOTION AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON, AND WHETHER OR NOT LENNAR, THE SOCIAL MEDIA SITES, OR ADMINISTRATOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH

DAMAGES. LENNAR, THE SOCIAL MEDIA SITES, ADMINISTRATOR AND THEIR RESPECTIVE PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE.

YOU UNDERSTAND AND AGREE THAT YOUR USE OF THE PROMOTION WEBSITE AND ALL OTHER ELEMENTS OF THIS PROMOTION IS AT YOUR OWN DISCRETION AND RISK. THE PROMOTION WEBSITE AND ALL OTHER ELEMENTS OF THIS PROMOTION ARE PROVIDED ON AN "AS-IS" AND "AS AVAILABLE" BASIS. YOU UNDERSTAND THAT SPONSOR, FACEBOOK, AND ADMINISTRATOR MAKE NO REPRESENTATIONS OR WARRANTIES REGARDING THE RELIABILITY, TIMELINESS, AVAILABILITY AND/OR PERFORMANCE OF ANY ELEMENT OF THIS PROMOTION. SPONSOR, FACEBOOK, ADMINISTRATOR AND THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM OR LOSS OF DATA RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE PROMOTION.

PUBLICITY

By entering, each entrant grants Sponsor and its advertising and promotional agencies and providers and those acting under their permission the irrevocable and perpetual right to use his/her name, likeness, voice, comments, Submission and any photographs for advertising and publicity purposes without payment of additional consideration, except where prohibited by law. Without limiting the foregoing, Submissions may be posted on the Lennar page on Facebook.

PRIVACY

Personal information collected from entrants on the Promotion Websites is subject to Lennar's privacy statement available at <http://www.lennar.com/legal.aspx#PrivacyPolicy>. Lennar may engage certain third party companies to perform services in connection with the administration of this Promotion and information provided by entrants may be collected and used by those third parties for purposes of administration of the Promotion and the fulfillment and verification of prize awards.

INTELLECTUAL PROPERTY

The Promotion Official Rules and all related web pages, content and code are the property of the Sponsor, its parent or affiliate entity or authorized third parties. The copying or unauthorized use of any of those materials, associated trademarks or any other intellectual property without the express written consent of its owner is strictly prohibited.

GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants or the sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to that state's choice-of-law or conflicts-of-law rules or provisions; exclusive venue and jurisdiction shall be with federal and state courts located in Texas.

Entrants agree that: (1) any and all disputes, claims, and causes of action arising out of, or connected with, this Promotion or the acceptance, use or misuse of the prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Texas or the appropriate Texas state court located in Harris County, Texas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, disbursements or court costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages other than for actual out-of-pocket costs.

COPIES OF THE RULES AND WHO WON

These Official Rules are available at <http://www.Facebook.com/Lennar>. Requests for copies of these Official Rules or a winner's list (after 6/30/15) may be made to Sponsor by mailing a request to Lennar, Attn: Unbox Your Home Promotion, 550 Greens Parkway #111, Houston, TX 77067. All requests must be received by July 30, 2015.