



LENNAR'S "FRIENDSHIP CRUISE" CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN PRIZE. PURCHASE WILL NOT INCREASE CHANCES OF WINNING.

Lennar's "Friendship Cruise" Contest (the "Contest") is sponsored by Lennar Corp., 550 Greens Parkway, Suite 111, Houston, TX 77067 ("Lennar"). The Contest is governed by these official rules ("Official Rules"). By participating in the Contest, each entrant agrees to abide by these Official Rules, including all eligibility requirements, and understands that the results of the Contest, as determined by Lennar and its agents, are final in all respects. The Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law.

ELIGIBILITY

The Contest is open to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older at the time of entry who have Internet access and a valid e-mail account prior to the beginning of the Contest Period. To be eligible, you must sign up for an account on the Facebook website ("Facebook") and become a "Fan" of Lennar on Facebook.

Do not enter this Contest if you are not a U.S. resident residing in the 50 U.S. states or D.C. at the time of entry. Employees, officers and directors of Lennar, Universal American Mortgage Company, North American Title, Zimmerman Advertising, Swirl Integrated Marketing 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.

CONTEST PERIOD

The Contest begins at 12:00 a.m. ET on September 15, 2009, and ends at 11:59 p.m. ET on October 15, 2009 ("Contest Period"). All entries must be received by Lennar on or before 11:59 p.m. ET on October 15, 2009 to be eligible.

HOW TO ENTER

No purchase is necessary to enter or win.

To enter, visit the Contest website on the Lennar's Page on Facebook located at [<http://www.facebook.com/Lennar>], which may also be accessed through the following URL: www.lennar.com (the "Contest Website"). Follow the links and instructions provided for online entry. Each entrant must register for Facebook by following the links and instructions on the Contest Website. Registration with Facebook is free and without obligation and is governed by all applicable terms and conditions set by Facebook. Each entrant is solely responsible for complying with the terms and conditions applicable to his/her use of Facebook.

To enter the Contest, submit a description of why a friend of yours, who has agreed to be mentioned in your contest submission, is an important part of your life (each a "Submission"). Upload your Submission in accordance with the instructions provided on the Contest Website. Text portions of Submissions must not exceed a maximum of 1000 characters. Submissions may, but are not required to, include one (1) photograph or one (1) video which does not exceed five (5) minutes in length. Photographs and videos must be submitted in a file format which complies with the applicable Facebook terms regarding photograph or video formats to be eligible. Any Submission that exceeds the specified size or is not submitted in the proper file format may be disqualified or not fully considered.

Please remember to respect others' privacy in your Submission! You must have consent from friends appearing in photographs or videos. IF YOU INCLUDE A NAME, INCLUDE ONLY YOUR FRIEND'S FIRST NAME. DO NOT INCLUDE LAST NAME OR ANY OTHER PERSONAL OR IDENTIFYING INFORMATION ABOUT THAT FRIEND.

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By submitting a Submission, you represent and warrant that you have obtained written permission from each person whose name, image or likeness ("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 Lennar 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.

Incorporation of Lennar's products or brands is not required for an entry to be eligible. You may enter as many Submissions as you like during Contest Period; however, each Submission must be a unique Submission describing a different friend. Each Submission must be unique and may not be a duplicate of a prior Submission made by you.

Only online entries will be accepted. No faxed, emailed or mailed entries will be accepted. Receipt of entry will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt.

Entry restrictions: Submissions must not: (i) contain any copyrighted works without permission of the copyright owner, (ii) contain any false or defamatory statements about any person or third party, (iii) contain any third party trademarks that suggest affiliation with any trademark owner without permission of such owner, (iv) infringe any third-party proprietary or personal rights (v) contain any profanity, descriptions or depictions of violence, threatening language, (vi) be inappropriate, indecent, harmful, discriminatory or obscene, or (viii) depict or describe any act which is dangerous or suggests any person undertake a dangerous activity, as determined by Lennar, in its sole and absolute discretion. All Submissions must be in keeping with Lennar's image and may not be offensive, as determined by Lennar, in its sole and absolute discretion. Once you upload your Submission, Lennar (or its designees) will have the right, but no obligation, to review the Submission for compliance with these Official Rules, and Lennar may disqualify any Submission or remove any Submission from the Contest Website for any reason as determined by Lennar, in its sole and absolute discretion (including, without limitation, Submissions with unsuitable content or that are in apparent or potential violation of third-party rights).

All Submissions, in whole or in part, become the exclusive property of Lennar and will not be returned. By entering this Contest, each entrant agrees to assign to Lennar all right, title and interest that entrant may have in and to his/her Submission, including, without limitation, all intellectual property rights and other personal and proprietary rights, without expectation of compensation or acknowledgment (other than the prizes awarded as set forth in these Official Rules). Should that assignment fail or be deemed unenforceable, in whole or in part, for any reason, the entrant that submitted the entry unconditionally and irrevocably grants to Lennar (and those acting pursuant to the direction of Lennar) a perpetual, worldwide, royalty-free, irrevocable, fully-transferable license to all right (including, without limitation, copyrights, patent, trademark, trade secret and other intellectual property and personal rights), title, interest and claim in and to the Submission. Any individual submitting a Submission hereby waives in favor of Lennar any moral rights, "droit moral," rights of attribution or similar rights the individual might otherwise have in or to the Submission. Without limiting the generality of the foregoing, Lennar's rights to each Submission shall include the rights to use, display, reproduce, communicate, publish, alter, edit, abridge, translate, assign, license or dispose of that Submission in any way (without approval of or compensation to an individual that submits an entry), and to otherwise exploit the Submission for promotional purposes in any media or manner worldwide or to otherwise use or commercially exploit any information or ideas contained within any Submission. Lennar shall have no obligation to maintain any of the Submissions or information or ideas contained therein as confidential or proprietary. Entrants (including Prize winners) agree that there is no guarantee that Lennar will make use of any rights granted to Lennar in any Submission and any use of a Submission or idea is solely at Lennar's discretion.

Additional Entry Conditions: All components of a Submission must have been created solely by the entrant submitting the Submission and be that entrant's own original creation. Submissions may not have been published previously, in whole or in part, or have been entered into any other contest or won any other award. Modifying, enhancing, or altering a third party's preexisting work does not qualify as an original creation. Any Submission that contains third-party property or materials or

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elements not owned by the individual submitting the entry, contains offensive language, violates anyone's privacy, or does not comply with any aspect of these official rules may be disqualified. The entrant submitting the Submission represents and warrants that (i) the entry information he/she submitted is true and accurate and that the Submission complies with these Official Rules; and (ii) that his/her right to submit the Submission is not restricted in any way. By entering this Contest, entrant consents to the posting of his/her Submission on the Contest Website and acknowledges that the Submission will be viewed by visitors to the Contest Website and Facebook website and reviewed and voted upon by Fans for the purposes of the Prize award.

Lennar has no obligation to advise an entrant of an incomplete or otherwise non-compliant entry. Lennar is not responsible for lost, late, invalid, unintelligible, incomplete, garbled, or misdirected entries, which will be disqualified. Proof of submission of an entry will not be deemed proof of receipt. Lennar is not responsible for any Submission being copied from the Contest Website or otherwise appropriated by third parties. In the event of a dispute as to any entry, the authorized account holder of the Facebook account used to enter will be deemed to be the entrant. The "authorized account" holder is the natural person assigned the Facebook account by Facebook. Potential winners may be required to show proof of being the authorized account holder.

WINNER SELECTION

Fans of Lennar may vote for the potential winner by indicating they "like" a Submission using the Facebook "like" feature. You must be a Facebook member and a Fan of Lennar to vote. The potential winning Submission will be the Submission that receives the most "Like" from Fans using the Facebook "Like" feature. In the event of a tie, the potential winner will be the Submission submitted earliest from among the tied Submissions.

The potential prize winner will be announced on or about October 16, 2009. The potential prize winner will be notified through the Facebook messaging system on or about October 16, 2009. Each entrant is responsible for monitoring his/her Facebook account for prize notification or other communications related to this Contest. If a potential prize winner cannot be reached by Lennar (or its designee) within ten (10) days, using the Facebook messaging system, or if prize notification is returned as undeliverable, that potential prize winner shall forfeit the prize and an alternative prize winner may be selected from the remaining Submissions according to the judging criteria. 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 Lennar five (5) 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 Lennar from the remaining Submissions according to the judging criteria. The return of the above-mentioned forms within the allotted time shall be solely the responsibility of the prize winner; Lennar is not responsible for delays in delivery.

PRIZES

Prize: Prize is a travel voucher valued at \$1500 which may be used toward a cruise (ARV: \$1500). Travel voucher terms and conditions apply. **PRIZE IS LIMITED ONLY TO COST OF CRUISE AND PRIZE ELEMENTS UP TO \$1500. PRIZE WINNER IS SOLELY RESPONSIBLE FOR ANY TRANSPORTATION, LODGING OR RELATED EXPENSES INCURRED IN CONNECTION WITH TRAVEL TO THE GATEWAY CITY AND ANY OTHER EXPENSES INCURRED DURING THE CRUISE.**

The winner may elect to receive a \$1500 gift card in lieu of the travel voucher. Gift card terms and conditions apply.

If the winner selects the travel voucher, travel arrangements for the prize shall be determined by Sponsor or its designated travel agent. Travel must be completed within one (1) year from the date of purchase of the certificate. Travel restrictions and blackout dates may apply. Additional terms and conditions shall apply with respect to prize award, reservations and cruise



services. No extensions or exceptions shall apply or be available. Cruise reservations and availability are subject to change outside the control of the Sponsor. Sponsor will not be liable or responsible for any such changes. Sponsor reserves the right to substitute a prize of equal or greater value, in Sponsor's sole discretion, if, for any reason, the prize is not available. Certain travel and security restrictions may apply and it is the responsibility of the prize winner and his/her travel guest to comply with all travel, security and other laws and regulations that may apply to them. It is the responsibility of the prize winner and his/her travel guest to arrive at the designated gateway city in time for travel, with all necessary travel documentation (including, proper identification and passports). The prize winner's travel guest must be 18 years or older and, upon request of Sponsor, must execute and return fully executed liability/publicity release forms prior to the award of the prize.

Incidental expenses and all other costs and expenses which are not specifically listed as part of a prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the respective prize winner. 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. Except as otherwise provided herein, no substitution or cash equivalent of prize is permitted; however, Lennar reserves the right to substitute any prize with another of equal or greater value. Lennar 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 Contest, including, but not limited to, errors in any printing or posting or 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 Contest is unlawful and subject to possible legal action by Lennar. Lennar reserves the right to terminate, suspend or amend the Contest, without notice, and for any reason, including, without limitation, if Lennar determines that the Contest cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Lennar's control corrupt the administration, security, fairness, integrity or proper play of the Contest. In the event any tampering or unauthorized intervention may have occurred, Lennar reserves the right to void suspect entries at issue. Lennar 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 CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS LENNAR AND ITS 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 RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. LENNAR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE.

LENNAR AND ITS 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 RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.



PUBLICITY

By accepting a prize, the winner grants Lennar 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 for advertising and publicity purposes without payment of additional consideration, except where prohibited by law. Without limitation to the foregoing, prize winning Submissions may be highlighted on Lennar's Facebook page or any other Lennar website, and Prize winner grants Lennar and its advertising and promotional agencies and providers and those acting under their permission the irrevocable and perpetual right to use their name, likeness, voice, comments, and any photographs or video or audio footage that may be taken for advertising and publicity purposes in any form of media, now known or hereafter developed or perfected, without payment of additional consideration or acknowledgement.

INTELLECTUAL PROPERTY

The Contest Official Rules and all related web pages, content and code are the property of the Lennar 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.

COPIES OF THE RULES AND WHO WON

Requests for copies of these Official Rules or a winner's list (after 10/16/09) may be sent to Lennar Corporation, Attn: "Friendship Cruise" Contest, 550 Greens Parkway, Suite 111, Houston, TX 77067. All requests must be received by November 16, 2009.