

TAYLOR MORRISON CELEBRATES INITIAL PUBLIC OFFERING AND FIRST DAY OF TRADING ON THE NEW YORK STOCK EXCHANGE

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NEW YORK, April 10, 2013 – Scottsdale, Ariz.-based Taylor Morrison, a leading builder and developer of single-family detached and attached homes, opened for trading today on the New York Stock Exchange (NYSE) under the ticker symbol **"TMHC"** after its initial public offering. Barclays Capital is the Designated Market Maker (DMM) for the company's stock. **President and Chief Executive Officer Sheryl Palmer**, joined by members of the Taylor Morrison management team, celebrated the company's first day of trading by visiting the NYSE trading floor for the stock opening and by ringing The Opening Bell®.

"We welcome Taylor Morrison in joining the NYSE's community of listed companies," said Scott Cutler, Executive Vice President, Head of Global Listings, NYSE Euronext. With its diverse line of consumer housing, Taylor Morrison offers a suite of brands to best serve the needs of its customers. "We look forward to a successful and lasting partnership with Taylor Morrison and its shareholders."

For more information on NYSE Euronext's listings business and to learn about trends in the IPO market, please visit the [NYSE Euronext IPO Center](#).

Photo 1

Taylor Morrison President and Chief Executive Officer Sheryl Palmer, joined by members of the Taylor Morrison management team, rings the NYSE Opening Bell® to celebrate the company's IPO and first day of trading on the NYSE.

Photo 2

Taylor Morrison President and Chief Executive Officer Sheryl Palmer in the center of the trading crowd as the company's stock opens on the NYSE.

About Taylor Morrison (NYSE: TMHC)

Headquartered in Scottsdale, Arizona, the Company operates in the U.S. under the Taylor Morrison and Darling Homes brands and in Canada under the Monarch brand. Taylor Morrison is a land developer and builder of single-family detached and attached homes serving a wide array of customers from first-time buyers and move-up families to luxury and active adult customers. Taylor Morrison divisions operate in Arizona, California, Colorado, Florida and Texas. Darling Homes serves move-up families and luxury homebuyers in Texas. Monarch, Canada's oldest homebuilder builds homes for first-time buyers and move-up families in Toronto and Ottawa as well as high rise condominiums in Toronto.

For more information about Taylor Morrison, Darling Homes or Monarch, please visit www.taylormorrison.com, www.darlinghomes.com and www.monarchgroup.net.

About NYSE Euronext

NYSE Euronext (NYSE) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets - the New York Stock Exchange, NYSE Euronext, NYSE MKT, NYSE Alternext and NYSE Arca - represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index. For more information, please visit: <http://www.nyx.com>.

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