

**THE MARK-TAYLOR RESIDENTIAL, INC. "MARK-TAYLOR TV CRIBS CONTEST"
OFFICIAL CONTEST
RULES AND REGULATIONS ("OFFICIAL RULES")**

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR RESTRICTED.

**CONTEST OPEN TO LEGAL RESIDENTS IN GOOD STANDING AT A MARK-TAYLOR
MANAGED PROPERTY AGE 18 OR OLDER AT TIME OF ENTRY.**

ENTRY:

A purchase will not improve your chances of winning. The "Mark-Taylor TV Cribs Contest" ("Contest") starts 12:01 AM PT, July 3, 2009 and ends at 2:00 PM PT, July 24, 2009 (the "Contest Period").

Entries must be made in person or online and directed to your property management office. In order to enter the contest, you must contact your property manager directly and schedule an appointment for your apartment or upload up to five photos to be judged and potentially photographed.

Your notification of entry must be received on or before 2:00 PM PT, July 24, 2009. Mark-Taylor Residential, Inc. ("Mark-Taylor" or "Sponsor") reserves the right to extend the Contest Period for any reason in its sole discretion. Only one (1) complete entry per person for the Contest may be accepted and is eligible to win.

All entries and submissions (including potential photographs) become the exclusive property of Sponsor, and will not be acknowledged or returned. No correspondence about entries into the Contest will be entered into or acknowledged or returned. Sponsor retains all rights including, but not limited to the right to copy, edit, modify, adapt, publish, and/or use an entry and submission in any way and in all media throughout the universe in perpetuity without limitation and without any notification, permission or further compensation. Sponsor is under no obligation to use in any way any photograph or entry submitted.

ELIGIBILITY:

Participants must be 18 years of age or older on the date of entry to be eligible to enter and win, and a legal resident currently living in good standing at a Mark-Taylor property at the time of entry. Neither the employees of Mark-Taylor or red TANGENT, LLC ("red TANGENT" or "Administrator"), nor their family members, their respective officers, directors, agents, representatives or parents, or affiliated or subsidiary companies or advertising or promotion agencies, are eligible to enter or win the Prize (as defined below). By entering this Contest, entrants agree to: (i) be bound by these Official Rules; (ii) abide by all decisions of Administrator and Sponsor, whose decisions shall be final and binding in all respects; and (iii) waive any right to claim ambiguity in the Contest or these Official Rules.

WINNER SELECTION:

After the conclusion of the Contest Period, five (5) finalists will be chosen by a panel of judges by the Sponsor and Administrator on or about July 13, 2009. Judges will make selections of finalists based on style, originality, luxury and as to matching Mark-Taylor core brand values. The names and photographic materials from the five (5) finalists will then be displayed online at www.mark-taylor.com for open voting from July 22, 2009 through Aug. 21, 2009. The finalist who receives the most online votes shall be deemed the Contest Prize winner and will be notified of same on or about Aug. 22, 2009.

The winner will be notified by e-mail and/or telephone. If the winner does not respond within three (3) business days of contact or is unreachable at the e-mail address or phone number supplied (e.g., the e-mail bounces back to Sponsor or Sponsor is unable to leave a voicemail or other message), Sponsor reserves the right to select an alternate winner from all eligible entries

based on the next highest number of votes received from the open voting on www.mark-taylor.com ; this procedure will be repeated until a new Contest Prize winner who can satisfy all requirements set forth in these Official Rules is selected. In order to receive any prize package, the winners may be required to sign an Affidavit of Eligibility, Personal Release and/or Waiver, Release and Indemnity Agreement, as well as provide additional information, and possibly sign other waivers and releases (collectively, the "Releases"). The winner will have three (3) business days from notification to execute and return the Releases, which among other things, shall release Sponsor and Administrator from any claims, losses, injuries or damages of any kind resulting from participation in this Contest or the use or receipt of the Prize. The winner must also agree to appear in an episode of Mark-Taylor TV if Sponsor, in its sole discretion, wishes to tape/film a program or segment about this Contest. Failure to comply with any of the foregoing may cause the winners to forfeit the Prizes and Sponsor reserves the right to select an alternate winner.

THE PRIZES:

GRAND PRIZE: One (1) Grand Prize consisting of: one (1) 42 inch HDTV, one (1) \$500 American Express Gift Card*, one (1) iPod Touch*. Total ARV of the Grand Prize: \$1,700.00.

FIRST PRIZE: One (1) First Prize consisting of: one (1) iPod Touch*, one (1) \$250 American Express Gift Card*, and one (1) Dinner for two at Roka Akor Restaurant. Total ARV of the First Prize: \$750.

SECOND PRIZE: One (1) Second Prize consisting of: one (1) \$250 American Express Gift Card. Total ARV of the Second Prize: \$250.

NOTE: The Prize is awarded "as is" without any warranty or guaranty. Details of the Prize not specified herein are at the sole discretion of Sponsor.

The number of eligible entries received during the Contest Period determines the odds of winning the Prize. Sponsor reserves the right to change or replace the Prize at any time with a prize of equal or greater value. The Prizes are not refundable, transferable or assignable and cannot be redeemed for cash and the winners may not elect to substitute any Prize for another. All federal, state and local laws and regulations apply. The winner will be responsible for all federal, state or other applicable taxes, and international tariffs in connection with the receipt of the Prizes.

LIMITATIONS OF LIABILITY:

Participants agree to release, indemnify and hold harmless Sponsor, Administrator and each of the Released Parties (as defined below) from and against any and all costs, liability for injuries, losses or damages of any kind due in whole or in part from participation in this Contest. Participants agree that Sponsor, Administrator, and each of their respective parents, agents, affiliates, distributors, programming sponsors, advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (the "Released Parties") shall have no liability, and shall be held harmless, from and against any and all damages, losses or injury resulting in whole or in part, directly or indirectly, from the Prizes, acceptance, possession, use or misuse of the Prizes or participation in this Contest. The Released Parties shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever.

GENERAL CONDITIONS:

This Contest is void where prohibited or restricted by federal, state, or local laws. Illegible, unintelligible or incomplete entries or responses will be disqualified. Neither Sponsor, nor Administrator is responsible for any lost, damaged, misdirected, stolen, late, postage due or undelivered entries or for its failure to receive entries or for any errors in mechanical transmission, technical difficulties or inability to transmit Internet entries or for any technical, network, electronic, telephone, computer, hardware or software failures of any kind, including any injury or damage to

participant's or any other person's computer related to or resulting from participating in or downloading any materials in this Contest or for any other conditions beyond its reasonable control. In the event that technical or other circumstances compromise any selection of the winner or alternates hereunder, Sponsor reserves the right to cancel this Contest, and select winners for the Prizes from all eligible entries received prior to the cancellation. Neither Sponsor nor Administrator is responsible for typographical errors in the website for the Contest or these Official Rules.

OFFICIAL RULES AND WHO WON:

For a copy of these Official Rules, please send a self-addressed, stamped envelope to: red TANGENT, C/O "Mark-Taylor TV Cribs CONTEST" Official Rules, 2121 S. Mill Ave. Ste. 201 Tempe AZ 85282 (WA and VT residents only may omit return postage). To learn the name of the Prize winner, either send an e-mail message to info @ redtangent.com and include in the subject line the words: Mark-Taylor TV Cribs CONTEST WINNER NAME" or send a self-addressed, stamped envelope to Mark-Taylor TV Cribs CONTEST WINNER NAME" at the address for red TANGENT referenced immediately above. All requests for the Official Rules or name of the Prize winner must be received no later than 45 days after the close of the Contest Period.

PRIVACY POLICY: Any personal information supplied by entrant to Sponsor will be subject to Sponsor's privacy policy.

This Contest shall be governed by and construed in accordance with the laws of the State of Arizona, USA. By entering this Contest, entrants hereby submit to the jurisdiction and venue of the federal and state courts of Arizona, USA and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

SPONSORS/ADMINISTRATOR:

The Sponsor of this Contest is Mark-Taylor Residential, Inc., 6623 N. Scottsdale Rd. Scottsdale, AZ 85250. The Administrator is red TANGENT, LLC 2121 S. Mill Ave. Ste. 201 Tempe AZ 85282.

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Apple and American Express are not affiliated with Mark-Taylor Residential, Inc. and do not sponsor, endorse, approve or have any responsibility for this Promotion.

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