

# Lennar Launches myLennar iPad App

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Designed to Meet Growing Mobile Consumer Demand and Simplify the Overall New Home Experience

MIAMI--(BUSINESS WIRE)--Dec. 18, 2012-- **Lennar** Corporation (NYSE: LEN and LEN.B), one of the nation's leading homebuilders, announced today the launch of their myLennar iPad App. The homebuilder, known for such innovations as their Everything's Included<sup>®</sup> marketing platform and Next Gen<sup>SM</sup> – The Home within a Home<sup>®</sup>, is taking one more step to meet and exceed today's consumers' evolving needs and desires with the launch of this new App. The myLennar iPad App is not just a new home search tool - it is a convenient and robust application that guides the consumer through the new home process – evolving with them, as they shop for, purchase and eventually own their Lennar home. With the **myLennar iPad App** -- Everything's Included in one simple application.

"We realize today's consumer is highly mobile and they crave visual imagery, engaging video content and items of convenience like geo targeted driving directions to our communities when searching for a new home," stated Kay Howard, Director of Communications for Lennar. "The myLennar App truly provides everything a consumer could want in their new home journey and from wherever they are. As they shop for their new **Lennar** home they can search using geo-location or more conventional means. They can save their favorite homes and communities and compare, rate and share them. Plus, they can learn why they should buy new versus used, why now is such a great time to buy and can begin the prequalification process for their mortgage."

Once they begin the purchase process, they can apply for their mortgage, connect their TV, Internet and Cable, get their home insured, change their address, send e-cards to their friends and family as well as learn about some very helpful moving tips to ease the overall process.

When they move into their home, they can also access all the details of their new home, view home care tips and videos, begin the refinance process if they desire and contact Lennar Customer Care when needed. They can also refer a friend or family member to **Lennar** when they are ready to begin their new home journey.

Throughout each step, they have access to Lennar Rewards, which provides discounts from top national retailers, and are provided an easy means to contact Lennar, receive messages, save contacts, access important documents and take and save photos chronicling their new home journey using the built-in camera function on the iPad 2 or 3.

"With the **myLennar iPad App** we were very focused on creating a tool that, for the first time, provided a place consumers could go for everything they need. We believe it is highly important to focus on the details and create ways to make the home buying process easier for our Customers, while also showing them how simple it is to buy a new home versus an existing home," said Jon Jaffe, Vice President and Chief Operating Officer of Lennar. "We feel the myLennar iPad App is a robust, yet simple application, that can help provide the ultimate experience for our Lennar homebuyers and homeowners."

To download the myLennar iPad App and begin your new home journey, just go to:

<https://itunes.apple.com/us/app/mylennar/id585417006?mt=8&ign-mpt=uo%3D4>

Previous press releases and further information about the Company may be obtained at the "Investor Relations" section of the Company's website, [www.lennar.com](http://www.lennar.com).

Source: Lennar Corporation

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