

Lennar Launches Newly Redesigned Website Experience

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MIAMI--(BUSINESS WIRE)--Dec. 19, 2014-- Lennar continues its commitment to providing the highest quality experience for today's homebuyer with the launch of the newly redesigned **Lennar.com**. The fresh look and feel of the website focuses on satisfying the consumer's desire for beautiful and impactful visual content while browsing the Internet from wherever they are and on whatever device they are using.

"Our goal with the new **Lennar.com** is to provide an immersive and content rich experience for our customers as they are searching for their new dream home and to give them the ability to be able to view the site from anywhere, no matter if they are at their desktop computer or using their tablet or smartphone device," said Kay Howard, Director of Communications for Lennar. "We also wanted the site to become a destination they will want to come back to again and again, even after they have purchased and are living in their new Lennar home."

"The brand new **website** offers a great new look and enhanced functionality on all pages, along with vibrant imagery and extensive video content of Lennar's markets, communities and homes throughout the nation. From a homebuyer's first encounter with Lennar to the day they move into their brand new home and beyond, we are committed to making their visual and online journey of homeownership impeccable and memorable every step of the way," said Howard.

Additionally, Lennar customers will still have access to a personalized myLennar experience. This portion of the site allows customers to stay connected and informed as they shop for, buy and own their Lennar home. With the new design, myLennar has been enhanced with a personalized scrapbook allowing visitors to visually document their new home journey with photographs of their families, milestones and other important events that occur in their home. Once added to their myLennar scrapbook, they can then easily share their new home images with their friends and family through email or social media. Lennar prides itself on keeping current with technology and consistently aims to be accessible in every way possible to customers. Lennar has designed each page with rich and scrollable content since more than 50% of the visitors to the site are now mobile users. To enhance performance and viewing on the site, the page loading has been optimized and the site also automatically adapts to the user's Desktop, Tablet or Smartphone device.

To preview the new site and to find Lennar homes and communities in your area, visit **www.LENNAR.com** today.

Lennar Corporation (NYSE: LEN) (NYSE: LEN.B), founded in 1954, is one of the nation's largest builders of quality homes for all generations. The Company builds affordable, move-up and retirement homes primarily under the Lennar brand name.

Lennar's Financial Services segment provides mortgage financing, title insurance and closing services for both buyers of the Company's homes and others. Lennar's Rialto Investments segment is a vertically integrated asset management platform focused on investing throughout the commercial real estate capital structure. Lennar's Multifamily segment is a national developer of high-quality multifamily rental properties.

Source: Lennar Corporation

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