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## **TAYLOR MORRISON GRAND OPENING CELEBRATION FOR HIGHLY ANTICIPATED 37° NORTH IN SUNNYVALE**

BAY AREA, Calif. (Nov. 1, 2012) – This weekend marks the official Grand Opening of Taylor Morrison’s highly anticipated community, 37° North in Sunnyvale. Although the community has released several buildings for pre-sale that immediately sold out through lottery selection, this Grand Opening event offers the first opportunity for visitors and buyers alike to tour the model homes and test out Taylor Morrison’s new Interactive Home™ technology. Taylor Morrison is celebrating the Grand Opening of 37° North this Saturday, November 10 from 11 a.m. to 2 p.m. Visitors that tour the three brand new, fully-furnished model homes will receive a complimentary lunch and dessert from Eat on Monday and That’s Sweet food trucks, plus take advantage of other festivities that include a fun photo booth and more.

“Join our Grand Opening celebration Saturday, November 10 and experience first-hand the latest in new home technology in one of the area’s most sought-after locations,” said Veronica Roberson, Northern California Division Vice President of Sales and Marketing for Taylor Morrison. “Thirty Seven Degrees North offers the perfect blend of location, design and functionality, making it the perfect match for nearly every discerning Silicon Valley homebuyer.”

Thirty-Seven Degrees North is a stylish townhome-style community in Sunnyvale that features a modern take on the arts and crafts architectural styling. The community’s four distinct floorplans that range in size from 1,743 to 2,160 square feet allow homebuyers to select the design that’s right for them. From a spacious master bedroom retreat, an additional bedroom or an in-home office, there is a design that’s a perfect match for nearly every homebuyer. The three and four bedroom designs all come with a hard to find two-car, side-by-side garage.

Additionally, 37° North is the first Northern California community to offer Taylor Morrison’s all-new Interactive Home™ technology that puts every aspect of a home’s comfort right at their fingertips. Now homeowners can dim the lights, lock the front door, dial in the perfect temperature, turn on music, see who’s at the front door and more from almost any mobile device and in nearly every location. This advanced home technology is included in every new 37° North home and goes an extra step to help monitor energy usage and thereby increase energy-efficiency.

Within the community of 37° North, homeowners will enjoy a host of amenities just steps from their front door that include a barbecue and picnic area, community center building with a commercial kitchen, and a tot lot. The community is ideally situated just a quarter mile from Hwy. 101 in a mature and central location of Sunnyvale, which is host to numerous thriving



businesses, prize-winning parks and recreation facilities, quality schools and excellent entertainment possibilities.

Thirst-Seven Degrees North is located at 1044 E. Duane Ave., Sunnyvale, CA 94085. For additional community information, visit [TaylorMorrison.com](http://TaylorMorrison.com) or call the 37° North sales center at (408) 423-9419.

### **About Taylor Morrison**

Taylor Morrison was named the No. 1 private homebuilder in the United States in 2010 and 2011 by Builder magazine and builds a wide range of product for discerning home buyers across the country. With more than 130 communities in Arizona, California, Colorado, Florida and Texas, Taylor Morrison offers first-time, mid-market and mid-to-upscale housing in both master-planned communities and urban infill neighborhoods. The company also operates one of Canada's largest homebuilding companies, Monarch, in Ontario, Canada, where it builds single-family homes and high-rise condominiums in Toronto and Ottawa. For more information, visit [www.TaylorMorrison.com](http://www.TaylorMorrison.com).

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