

Zillow and Pulte Homes to Give Away \$350,000 New Home in 2012 "I Want a New Home!" Sweepstakes, Hosted on Facebook

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Entrants Are Also Eligible to Enter to Win \$5,000 Bonus Cash for Pinning from Zillow or Pulte to a "Dream Home" Board on Pinterest

SEATTLE – Oct. 1, 2012 – Zillow® and Pulte Homes® have teamed up to give away a brand new, \$350,000[i] Pulte home in the second annual "I Want a New Home!" Sweepstakes. To enter[ii], head to <http://zillowsweepstakes.com/>, "like" Zillow on Facebook®, then complete a short entry form for a chance to win. Existing Facebook fans of Zillow are also eligible to enter. The sweepstakes runs from October 1, 2012 at 12:00 P.M. ET to October 31, 2012 at 11:59:59 P.M. ET.

Visit a PulteGroup Community to Increase Your Chances of Winning

Entrants interested in doubling their chances of winning a \$350,000 home may earn one additional sweepstakes entry by visiting one of PulteGroup's participating community sales offices across the country. To locate a PulteGroup community, visit <http://zillow.pulte.com/>.

New in 2012: Pin & Win \$5,000 Bonus Cash

After entering the sweepstakes on Facebook, entrants will be eligible to enter to win \$5,000 bonus cash for building a "Dream Home" board on Pinterest®. The board must contain a minimum of five pins from Zillow.com or Pulte.com[iii]. Participants are also encouraged to add additional pins to customize their board and show how they would personalize their dream home.

"Last year, Zillow's Facebook wall was flooded with touching stories from Americans across the country, sharing how winning a new home would change their life," said Amy Bohutinsky, Zillow chief marketing officer. "We are excited about the opportunity to team up with Pulte again this year on this life-changing sweepstakes."

"This is a great opportunity for homebuyers to learn about Pulte's Life Tested Home Designs™ that are a result of extensive consumer research and built to fit the way people live today," said Deborah Meyer, chief marketing officer for PulteGroup, Inc. This partnership allows Pulte to showcase our exciting new homes that offer everything from functional designs and innovative features, to great locations and quality construction."

Join the "I Want a New Home!" conversation on Facebook and Twitter®

During the month of October, participants are invited to share why they want to win a new home by posting on Zillow's Facebook wall, or by tweeting @Zillow using the hashtag #IWantaNewHome.

Official rules for entry can be viewed at Zillow.com/win. This promotion is not sponsored, endorsed or administered by Facebook, Pinterest or Twitter.

About Zillow, Inc.

Zillow is the leading [real estate](#) information marketplace, providing vital information about homes, real estate listings, rental listings and [mortgages](#) through its mobile applications and websites, enabling homeowners, buyers, sellers and renters to connect with real estate, rental and mortgage professionals best suited to meet their needs. 37 million unique users visited Zillow's mobile applications and websites in July 2012. Zillow, Inc. operates [Zillow.com](#)®, [Zillow Mortgage Marketplace](#), [Zillow Mobile](#), Postlets®, Diverse Solutions™ and RentJuice®. Zillow is headquartered in Seattle.

About Pulte Homes.

Pulte Homes is a national brand of PulteGroup, Inc. (NYSE: PHM). Communities built by Pulte Homes are designed to deliver

the best quality of life for homeowners. By combining innovative Life Tested™ designs, an unwavering commitment to quality and attention to detail, Pulte Homes is the nation's premier home brand for upwardly mobile homebuyers. As the most awarded homebuilder in customer satisfaction, Pulte Homes has consistently ranked among top homebuilders in third-party customer satisfaction studies. For more information about Pulte Homes, visit <http://www.pulte.com/>.

[i] The winning sweepstakes entry will be given a choice of a \$350,000 credit to purchase a new home in a participating Pulte Homes community or a \$350,000 cash option.

[ii] Entries valid from legal residents in the contiguous United States. The sweepstakes is open to all eligible legal residents of US/DC, excluding NJ, RI, PR.

[iii] Judging will be based on the overall aesthetic of the board (34 percent), creativity of the pins and descriptions (33 percent) and representation of all parts of the home (i.e., interior and exterior pins) (33 percent). See Official Rules for complete details. Must be registered for the "I Want a New Home!" Sweepstakes to be eligible to win the \$5,000 bonus cash.

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