

**OFFICIAL RULES**  
**MERITAGE HOMES YOUTH FOOTBALL CHALLENGE**  
**(August 1, 2007 – December 30, 2007)**

1. **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.** Void where prohibited. Subject to applicable federal, state and local laws.

2. **ELIGIBILITY:** Contest is open to legal residents of the United States, residing in the greater Houston, Texas metropolitan area only who are between the ages of 6 – 12 years of age and participating in a youth football league at the time of entry. The child's age for purposes of eligibility in the contest and specific age group shall be based on the child's age at the time of entry. Employees of Houston NFL Holdings, L.P., the National Football League, Meritage Homes, Sports Radio 610, 100.3 KILT and each of their subsidiaries, affiliates and advertising/promotional agencies, and the immediate families and household members of each, are not eligible.

3. **TO ENTER:** To enter the Challenge, a parent or legal guardian of an eligible child may either: (i) stop by any of the Meritage Homes sales center locations in the Houston area (a list may be found at <http://www.meritagehomestexas.com/houston/>) during regular business hours and complete an official entry form and mail the completed entry form, with proper postage affixed, to: Meritage Homes Youth Football Challenge, c/o The Service Center Ltd., P.O. Box 801393, Houston, Texas 77280-9940, provided that such entries must be received no later than 4:00 p.m. Central Time one (1) week prior to a Houston Texans home game to be eligible for the Challenge for such home game and subsequent home games in the 2007 NFL season (and no later than 4:00 p.m. Central time on Thursday, December 20, 2007 to be eligible for the Challenge for the final home game of the 2007 NFL season), or (ii) on a plain 3" x 5" card, hand print the parent/legal guardian's complete name, address, city, state, zip code, daytime and evening telephone numbers, and e-mail address, along with the complete name and date of birth of the child, and the name of the Youth Football League in which the child participates, the name of the Coach, and the daytime and evening telephone numbers for the Coach, and mail the completed entry in a hand-addressed #10 envelope with proper postage affixed, to: Meritage Homes Youth Football Challenge, c/o The Service Center Ltd., P.O. Box 801393, Houston, Texas 77280-9940, limit one entry form per envelope, and each envelope must be mailed separately, provided that such entries must be received no later than 4:00 p.m. Central time one (1) week prior to a Houston Texans home game to be eligible for the Challenge for such home game and subsequent home games in the 2007 NFL season (and no later than 4:00 p.m. Central time on Thursday, December 20, 2007 to be eligible for the Challenge for the final home game of the 2007 NFL season). No copies, facsimiles or mechanical reproductions of the entry form will be accepted. Illegible entries are void. Sponsors are not responsible for incorrect or inaccurate entry information or for late, lost, misdirected, illegible, mutilated, incomplete or postage-due entries. Limit one entry per person per Houston Texans home game, regardless of method of entry, and no more than one entry form per envelope. Each envelope must be mailed separately.

4. **PRIZES:**

(a) **Game Prizes:** Thirty (30) Game Prizes. Each of the three (3) children that compete in the Challenge at each Houston Texans home game shall receive the following prize package:

- Houston Texans replica football jersey with Meritage Homes name and logo
- Four (4) tickets and one (1) parking pass to the Houston Texans home game at which the child is competing in the Challenge, with the exact location of the seats and parking lot to be determined by the Houston Texans
- Houston Texans gift bag, with items such as a Texans t-shirt, hat, pen and towel, with such items selected by the Houston Texans and subject to change
- \$10 worth of “Aramark bucks” that may be redeemed at the Reliant Stadium concession stands
- Meritage Homes picture frame with an action shot of the child competing in the Challenge

Approximate Retail Value (ARV) of a Game Prize: \$200

(b) **Grand Prizes:** Three (3) Grand Prizes. The child from each of the three (3) age groups with the fastest time shall be entitled to host his/her youth football team of up to twenty-five (25) people at a “Field Day” at Reliant Stadium. Each Field Day shall be conducted on a day approved by the Houston Texans, and shall consist of the following elements:

- Behind-the-scenes tour of Reliant Stadium and certain Houston Texans facilities
- Houston Texans gift bag, with items such as a Texans t-shirt, hat, pen and towel, with such items selected by the Houston Texans and subject to change
- Food and beverage from Aramark, the Reliant Stadium concessionaire
- Meet-and-greet from a Houston Texans player selected by the Texans

ARV of a Grand Prize: \$250

All related expenses/fees not specifically included in the applicable prize are the sole responsibility of the finalists/winners. All applicable taxes and/or fees on prizes are the sole responsibility of the finalists/winners.

5. **SELECTION OF WINNERS:**

(a) **Challenge Competitors.** The Challenge will be split into three (3) different age groups: 6–7, 8–10, and 11–12. At half time of each of the ten (10) Houston Texans pre-season and regular season home games in the 2007 NFL season, one (1) child from each of the three (3) different age groups shall compete, for a total of three (3) children per game. Approximately one (1) week prior to each such home game, a designated employee(s) of The Service Center Ltd. shall conduct a random drawing from all eligible entries received by The Service Center Ltd. prior to such date in order to determine the three (3) Challenge competitors for such home game. A designated employee(s) of The Service Center, Ltd. or the Houston Texans shall contact the parent/legal guardian of the selected competitors as soon as reasonably practicable in order to

inform them that they have been selected to compete in the Challenge at the home game. If the selected child is unable to compete in the Challenge at the home game, the child shall not be entitled to choose another home game and instead the child's name shall be put back into the pool of entries for possible selection at a future home game. The parent/legal guardian of all finalists will be required to sign and return an affidavit of eligibility and publicity/liability release upon selection, prior to participating in the Challenge. If a finalist does not sign and return the required documents, another contestant will be selected. Odds of winning are dependent on the number of eligible entries received.

The three (3) entrants selected for each Texans home game will be given the opportunity to run through a timed series of football drills determined by the Texans (e.g., elevated ladder, step over pads, etc.). The Challenge competitors will not be permitted any warm-up or practice runs through the drills before the Challenge. A designated Texans employee shall explain to each child the order of running through the football-related drills and tell each child when to start the Challenge. The designated Texans employee will have the right to add seconds to the child's time if the child, in the Texans' employee's sole and absolute discretion, does not run through the drills properly (e.g., if the child skips parts of a drill or an entire drill). The Challenge will finish with the child attempting to throw a football through an open window in the front of a Meritage Homes house on the playing field of Reliant Stadium. The child will have three (3) attempts to throw the ball through the window. The clock will stop when the child throws the ball through the window. If the child does not throw the ball through the window after three (3) attempts, then the clock will automatically stop and a :10 second penalty will be added to the child's time.

(b) Grand Prize Winners. The child with the fastest time from each of the three (3) different age groups out of all the Challenge competitors during the 2007 NFL season shall win one (1) of the Grand Prizes. In the event of a tie within an age group, a designated employee of The Service Center Ltd. shall conduct a random drawing out of the tying competitors to select the Grand Prize winner from that age group. The Service Center or the Texans shall contact the Grand Prize winners by January 15, 2008.

6. **RELEASE:** By entering, entrants agree to release Houston NFL Holdings, L.P., the National Football League and each of its member clubs, and Meritage Homes, any other entity involved in this promotion and each of their affiliates, and the directors, employees and agents, including without limitation its advertising and promotion agencies, of each, from any liability, loss, personal injury or damage incurred or suffered from use, misuse or acceptance of a prize, any travel in connection with a prize or participation in any activities related to the Challenge.

7. **PRIZE RESTRICTIONS:** Prizes may not be substituted, transferred or redeemed for cash, except at the sole discretion of Sponsors. Sponsors reserve the right to substitute a prize of equal or greater value.

8. **GENERAL CONDITIONS:** Meritage Homes, 2901 W. Sam Houston Pkwy, Suite C-250, Houston, TX 77043, and Houston NFL Holdings, L.P., Two Reliant Park, Houston, Texas 77054 are the Sponsors (together, the "Sponsors"). By entering this Contest, entrant agrees (a) to be bound by the terms of these Official Rules and (b) to the use of his or her name, photograph, voice or likeness for purposes of advertising and promotion in connection with this Challenge

and the Houston Texans, the NFL, and Meritage Homes, without further compensation, except where prohibited. Sponsors shall not be responsible for schedule changes, cancellations or inability of finalists/winners to use a prize on a specified date. By participating in this Challenge, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors shall not be responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of this Challenge. Decisions of the Sponsors are final in all matters involving this Challenge.

9. **WINNERS LIST / OFFICIAL RULES:** For winners list, visit [www.HoustonTexans.com/kids/youthfootball.asp](http://www.HoustonTexans.com/kids/youthfootball.asp), [www.meritagehomes.com/houston](http://www.meritagehomes.com/houston) or send a self-addressed, stamped envelope to Meritage Homes Youth Football Challenge Winners List, c/o The Service Center Ltd., P.O. Box 801393, Houston, TX 77280-9940 by February 15, 2008. For official rules, visit [www.HoustonTexans.com/kids/youthfootball.asp](http://www.HoustonTexans.com/kids/youthfootball.asp), [www.meritagehomes.com/houston](http://www.meritagehomes.com/houston) or send a self-addressed, stamped envelope to Meritage Homes Youth Football Challenge Official Rules, c/o The Service Center Ltd., P.O. Box 801393, Houston, TX 77280-9940 by January 31, 2008. Only one request per envelope.