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Richmond American's New Collection Brings Homes From The Upper \$100,000s To Florida

PR Newswire JACKSONVILLE, Fla. and ORLANDO, Fla.

JACKSONVILLE, Fla. and ORLANDO, Fla., May 24, 2017 / PRNewswire/ -- Richmond American Homes of Florida, LP, a subsidiary of M.D.C. Holdings, Inc. (NYSE: MDC), is pleased to announce the introduction of the Seasons™ Collection to additional communities in Florida. This series provides buyers with new homes at attractive price points.

Everywhere the Seasons™ Collection is available, buyers choose from contemporary floor plans with inviting layouts for every season of life.

Jacksonville

The Seasons™ Collection is available at Rolling Hills at Lake Asbury, priced from the upper \$100,000s. Eight floor plans are available with 9-foot ceilings and personalization options. Residents enjoy a pool and fitness center. Seasons™ at Bartram opened earlier this year.

Orlando

Pinewood Gardens offers the Seasons™ Collection as well, starting in the low \$200,000s. Homeowners appreciate a small-town feel with access to local hot spots. Proximity to Florida's turnpike provides an easy commute to Orlando.

Additionally, homebuyers find the Seasons™ Collection at Summers Corner in Davenport. The community offers a pool and cabana. Prices start in the low \$200,000s, with three model homes opening soon.

All buyers building from the ground up can work with a design consultant at Richmond American's Home Gallery $^{\text{m}}$ to choose from hundreds of textures, finishes and fixtures.

To learn more about the Seasons™ Collection in Florida, call 888-500-7060 or visit RichmondAmerican.com/Seasons.

About M.D.C. Holdings, Inc.

Since 1972, MDC's homebuilding subsidiary companies, which operate under the name Richmond American Homes, have built and financed the American dream for more than 190,000 homebuyers. MDC's commitment to customer satisfaction, quality and value is reflected in the homes its subsidiaries build. MDC is one of the largest homebuilders in the United States. Its subsidiaries have homebuilding operations across the country, including the metropolitan areas of Denver, Northern Colorado, Colorado Springs, Salt Lake City, Las Vegas, Phoenix, Tucson, Riverside-San Bernardino, Los Angeles, San Diego, Orange County, San Francisco Bay Area, Sacramento, Washington D.C., Baltimore, Northern Virginia, Orlando, Jacksonville, South Florida and Seattle.

MDC's subsidiaries also provide mortgage financing, insurance and title services, primarily for Richmond
American homebuyers, through HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc.
and American Home Title and Escrow Company, respectively. M.D.C. Holdings, Inc. is traded on the New York
Stock Exchange under the symbol "MDC." For more information, visit MDCHoldings.com.

SOURCE M.D.C. Holdings, Inc.

 $\underline{\text{https://ir.richmondamerican.com/2017-05-24-Richmond-Americans-New-Collection-Brings-Homes-From-The-} \underline{\text{Upper-}100-000s-To-Florida}}$