



HOPEWELL RESIDENTIAL

SIGNAGE GUIDELINES HAWK'S LANDING

INTRODUCTION

At Hopewell, we take great pride in working with our outstanding builders to create a family of valued communities, all of which are rich in character and built upon a strong guiding vision.

Our common goal is to create a rewarding experience for the potential homebuyers.

The enclosed Signage Guidelines have been carefully considered and prepared with this goal in mind, and they reflect what we believe are the best practices for sales-oriented signage in a new community development.

In order to maintain a consistent visual identity throughout the community, it is important that everyone involved in the development process adhere to the same standards. Please refer to these Guidelines as you plan, create and install your signage. Together, we will continue to craft homes and neighbourhoods of unparalleled distinction and excellence.

FOR MORE INFORMATION

In accordance with Clause 28 of the Purchase and Sale Agreement:

"With the exception of permitted signage, the Purchaser shall not erect any signage or advertising upon the Lot, or within the Hawk's Landing community boundaries without prior written approval of the Seller. Permitted signage includes the approved builder Hawk's Landing "For Sale" signage for properties under construction available for order through the Seller, or the approved realtor Hawk's Landing "For Sale" signage for completed properties available for order through the Hawk's Landing Services Co-op."

Please note: no other signage may be located on your construction site. This includes signs from contractors, supplies and product manufacturers. Your assistance in ensuring that your construction site is in compliance with Hawk's Landing signage bylaws is greatly appreciated. Unapproved signs will be immediately removed.

***Important*: Approved signs may remain in place until the home is occupied or up to one month following the home's possession date, subject to homeowner approval.**
Please note: should you or the purchaser request a re-sale sign for the Homesite, your builder signage will be removed automatically as only one type of sign is permitted at one time.

To order your lot signage please complete the builder signage order form, found here: <http://www.hawkslanding.ca/builder-sign-order>.

Payment for the sign must be received in advance by cheque, payable to Hopewell Management Corporation and delivered to: 6th Floor, 1122 4th Street SW, Calgary, AB T2R 1M1. Attn: Onsite & Online Marketing Specialist

Should any questions arise along the way, we welcome you to contact Celene Carey, Onsite & Online Marketing Specialist, at 403.232.5739 or ccarey@hopewell.com.

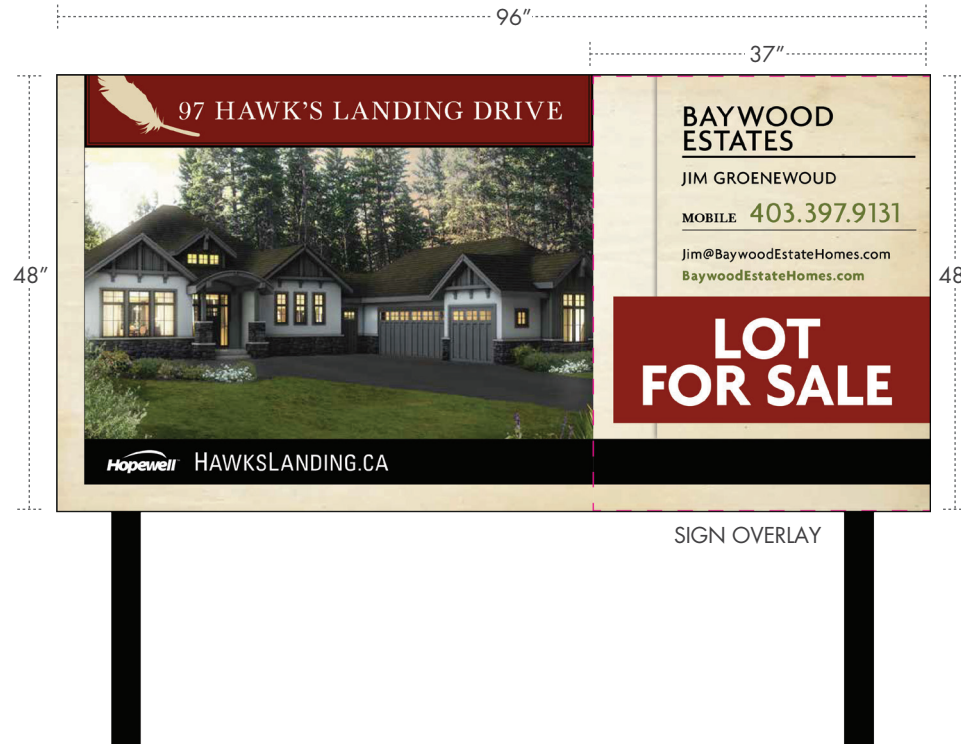


1. Lot Signage Option #1

Approved builder signs may be purchased through Hopewell Management Corporation by builders working on homes in Hawk's Landing at a cost of \$500.00 (including GST). There is an additional \$50.00 charge for winter installation from December 15 to April 15 while frost conditions prevail - \$550.00 (including GST). Hopewell's signage installer will be locating the builder sign adjacent to the area designated for the lot entry cairn.

The approved signs consist of a mounted sign face on a single post. All signs will incorporate the community marketing colours and the community logo. The sign face is 36" x 48" for option one. The sign face displays the following information (in a consistent layout and font):

- Municipal Address
- Company Name
- Contact Name
- Telephone Numbers (up to two may be displayed)

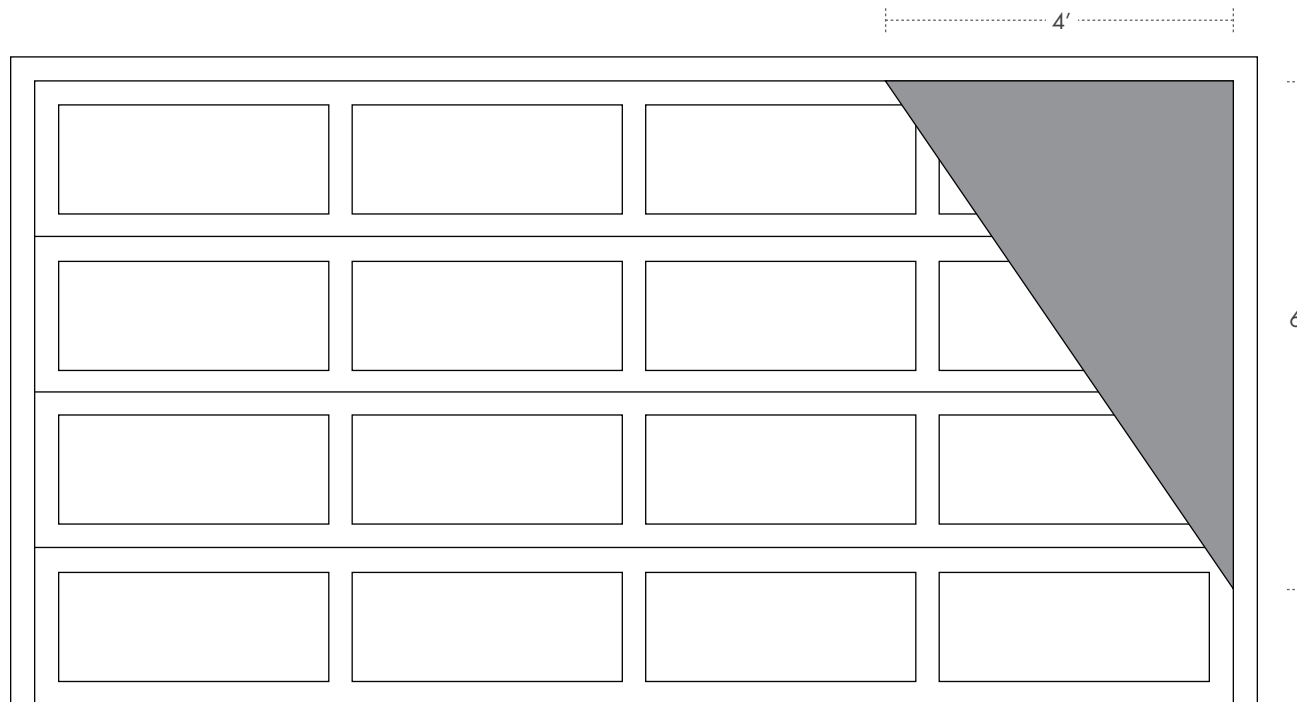


2. Lot Signage Option #2

As a second option builders can choose to have a sign that includes a creative concept of the home at a cost of \$975.00 installed. If the signage is required prior to final concept approval by Hopewell Management Corporation the signed can be installed in two stages. The installed sign would indicated "coming soon" in place of the home concept image, which would be installed as an overlay once approved. The cost for the two stage installation is \$1,160.00. Builders are responsible for supplying the final concept creative file at their own cost.

The approved signs consist of a mounted sign face on a single post. All signs will incorporation the community marketing colours and the community logo. The sign face is 48" x 96" for option two. The sign face displays the following information (in a consistent layout and font):

- Municipal Address
- Company Name
- Contact Name
- Telephone Numbers (up to two may be displayed)



3. Additional Signage

Additional signage of a spec home sign will be permitted to promote available spec homes for sale. The 4' x 6' or smaller triangular sign is to be used as a snipe on the door frame of the garage.

The snipe signage will be produced and installed by the builder, at the builder's cost.