



**For Immediate Release**

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**TRI POINTE GROUP PROMOTES LINDA MAMET TO CHIEF MARKETING OFFICER**



***An accomplished sales and marketing leader, Mamet joins the company's c-suite to further elevate its position as a leading U.S. homebuilding brand***

**IRVINE, CALIF. (March 19, 2019)** – TRI Pointe Group (NYSE: TPH), one of the top 10 largest public homebuilders in the United States based on equity market capitalization, announced today that Linda Mamet has been named Chief Marketing Officer. The promotion of the seasoned and multi-faceted sales and marketing professional reinforces TRI Pointe Group's mission to grow and expand the markets across the company's six regional homebuilding brands while staying on the forefront of design, innovation and the customer experience.

In her role as Vice President of Corporate Marketing for the past five years, Mamet spearheaded TRI Pointe Group's sales and marketing strategy, premium brand management, marketing communications, advertising, public relations, market research, product and merchandise management, sales management, company websites and other customer-facing technology platforms, just to name a few.

Mamet has also led various campaigns including the expansion of TRI Pointe Group's HomeSmart® program, now activated and supported by Amazon, in addition to new market expansions in Texas and the Carolinas. She will continue to manage these core areas in her new leadership position as well as place an emphasis on the company's sales and marketing operational excellence program and continue to shape the company's premium lifestyle brands.

"In her ever-evolving and increasingly significant sales and marketing role, Linda has proven herself vital to our company's consumer-centric philosophy and her superior marketing skills have significantly enhanced TRI Pointe's premium lifestyle brand," said TRI Pointe Group CEO Doug Bauer. "Not only is she a talented and successful leader, Linda is innovative, inspiring and has an infectious positive attitude that motivates her entire team. She's part of our best-in-class team that will position us for long term success."

At TRI Pointe Group, Mamet has been instrumental in hosting Think Tanks and Summits, bringing together cross-functional team members to plan for the future of homebuilding, and pursuing innovation from outside of the industry – from understanding Millennials and Baby Boomers to digital life, leading retail and customer experience strategies, smart homes, autonomous vehicles and more. The native New Zealander combines innovation with a learning emphasis on leadership and effective communication skills, preparing and encouraging the next generation of industry leaders. She is also an involved member of the Women's Housing Leadership Group and a supporter of charitable industry organizations such as HomeAid.

#### **About TRI Pointe Group®**

Headquartered in Irvine, California, TRI Pointe Group, Inc. (NYSE: TPH) is a family of premium, regional homebuilders that designs, builds, and sells homes in major U.S. markets. As one of the top 10 largest public homebuilding companies by market capitalization in the United States, TRI Pointe Group combines the resources, operational sophistication, and leadership of a national organization with the regional insights, community ties, and agility of local homebuilders. The TRI Pointe Group family includes Maracay in Arizona, Pardee Homes® in California and Nevada, Quadrant Homes® in Washington, Trendmaker® Homes in Texas, TRI Pointe Homes® in California, Colorado and North Carolina, and Winchester® Homes\* in Maryland and Virginia. TRI Pointe Group was recognized in *Fortune* magazine's 2017 100 Fastest-Growing Companies list, named 2015 Builder of the Year by *Builder* magazine, and 2014 Developer of the Year by *Builder and Developer* magazine. The company was also named one of the Best Places to Work in Orange County by the *Orange County Business Journal* in 2016, 2017, and 2018. For more information, please visit [www.TriPointeGroup.com](http://www.TriPointeGroup.com).

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