



News Release



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KB HOME OFFERS *MY HOME. MY EARTH.*[®] ONLINE RESOURCE FOR CONSUMERS AT KBHOME.COM

New website feature provides money saving, eco-friendly tips

LOS ANGELES (March 17, 2009) – KB Home (NYSE: KBH), one of America's largest homebuilders, has launched a new *My Home. My Earth.*[®] consumer resource on its website which provides educational information on how consumers can save money while decreasing their environmental impact, both inside and outside their homes. KB Home created this new feature on www.kbhome.com as part of its goal of becoming a leading environmentally friendly national company.

KB Home's *My Home. My Earth.*[®] online resource offers consumers useful tips on how to save money while helping conserve our planet's precious resources. The *My Home. My Earth.* section of KB Home's website covers topics ranging from energy efficiency to choosing products from sustainable sources. The section also provides links to other helpful sources for environmental information, such as the website of the Natural Resources Defense Council.

"Our customers are seeking out information on how they can reduce their energy costs and their carbon footprint in their everyday lives," said Wendy Marlett, senior vice president of sales, marketing and communications for KB Home. "This section of kbhome.com provides useful tips and practical advice that can have a meaningful impact on the health of our planet."

"For an increasing number of our buyers, their dream home is a green home," continued Marlett. "KB Home has responded by offering a wide range of eco-friendly options in the homes we build, in addition to making a commitment that all new home communities in 2009 and beyond will be built to ENERGY STAR[®] guidelines." ENERGY STAR qualified homes are up to 45% more efficient than homes built as recently as 10 years ago.

In 2007, KB Home launched its *My Home. My Earth.* strategic environmental initiative, which focuses on ways the Company can become a leading environmentally friendly national company while creating a companywide culture of sustainability. As part of KB

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Home's customer-focused Built to Order™ home buying process, which gives buyers the ability to choose options that personalize their own home, homebuyers can reduce their home's environmental impact by adding products from the *My Home. My Earth.* line of KB Home Studio options available in four categories: Energy Efficiency, Water Wise, Inside Environment and Sustainable Sources. These options include everything from ENERGY STAR appliances and low-flow plumbing fixtures to recyclable carpets.

KB Home also released its first Sustainability Report in July 2008, which, among other initiatives, stated a commitment to educating its employees, its homebuyers and its business partners on home energy conservation and environmental sustainability. This new, informative section of KB Home's website is part of that process. To view KB Home's Sustainability Report, go to www.kbhome.com/sustainability.

About KB Home

KB Home, one of the nation's leading homebuilders, has delivered hundreds of thousands of quality homes for families since its founding in 1957. The company is distinguished by its Built to Order™ homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home's award-winning homes and communities meet the needs of first-time homebuyers with flexible designs that also appeal to move-up buyers and active adults. Los Angeles-based KB Home was named the #1 homebuilder on FORTUNE® magazine's 2009 "World's Most Admired Companies" list for the second year in a row. The company trades under the ticker symbol "KBH," and was the first homebuilder listed on the New York Stock Exchange. For more information about any of KB Home's new home communities call 888-KB-HOMES or visit www.kbhome.com.

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