



FOR IMMEDIATE RELEASE

For further information contact:

Derrick Hall (310) 231-4142

dmhall@kbhome.com

KB HOME PROVIDES NATIONAL VOTER REGISTRATION

Homebuilder will distribute forms, facilitate registration efforts at hundreds of communities

Los Angeles (September 7, 2004) – In an effort to provide its new home buyers with the opportunity to conveniently update their voter information, or register to vote for the first time, KB Home today announced a national, non-partisan community service initiative to offer voter registration forms at hundreds of KB Home sales offices across the country.

The unique program is anticipated to be an expedient way for new home buyers to register to vote or update their information, allowing local municipalities to maintain a current, accurate electoral database.

“We are extremely proud to have a role in the most critical element of the electoral process: voter registration,” said KB Home Chairman and Chief Executive Officer Bruce Karatz. “In many ways, this national initiative is a logical extension of our one-stop-shop home buying model, which allows our customers to easily take care of their needs under one roof.”

After a successful pilot program in the company’s Las Vegas division in early August, KB Home opted to take the initiative national when it became evident that new homeowners are less likely to be registered voters. “Even if one or two percent of our nearly 30,000 annual new KB Home residents update their information, or register for the first time, the program will have been well worth the investment,” said Karatz.

-more-

The general public is also invited to visit KB Home sales offices and fill out a voter registration application. Depending on state and local jurisdiction rules, some applications may contain multiple questions and some residents may be required to have a valid driver license number or Social Security number. Deadline dates for returning completed forms vary by state and local jurisdiction.

KB Home's non-partisan initiative will not include representatives from any political parties or candidates running for office. Voter guides are available at most KB Home communities.

To find the nearest KB Home community, visit www.kbhome.com. The highlighted states on the U.S. map will pinpoint sales office addresses, phone numbers and directions.

Building homes for nearly half a century, KB Home is one of America's premier homebuilders with domestic operating divisions in many of the fastest-growing areas of the country including Arizona, California, Colorado, Florida, Georgia, Illinois, Indiana, Nevada, New Mexico, North Carolina, South Carolina and Texas. Kaufman & Broad S.A., the company's majority-owned subsidiary, is one of the largest homebuilders in France.

In fiscal 2003, the company delivered homes to 27,331 families in the United States and France. It also operates a full-service mortgage company for the convenience of its buyers. Founded in 1957, and winner of the 2004 American Business Award for Best Overall Company, KB Home is a Fortune 500 company listed on the New York Stock Exchange under the ticker symbol "KBH." For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit kbhome.com.

###