



News release

For Immediate Release

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KB Home Floor Plans Among “Best Sellers in the Top Housing Markets”

Diverse Home Designs Showcased from KB Home communities in Five States Across the Country

LOS ANGELES, (January 28, 2004) – KB Home, one of the nation’s premier homebuilders, announced today that five of its most popular floor plans are featured in *Professional Builder* magazine’s “Best Sellers in the Top Housing Markets” special issue.

The issue features most popular floor plans from the top ranked builder in the nation’s 22 leading markets. KB Home topped the list in the greatest number of markets featured of any builder. Five of KB Home’s most popular floor plans from Las Vegas, Jacksonville, FL, Phoenix, AZ, Raleigh, NC, and Sacramento, CA are highlighted in the issue.

From a single story starter home in Jacksonville, FL, to an “upside down” floor plan in Las Vegas and a spacious five bedroom home in Sacramento, the five KB Home floor plans featured provide a sampling of the diverse KB home designs offered in 36 markets across the country.

“We build homes to fit the lifestyles of our diverse homebuyers,” said Wendy Marlett, senior vice president of marketing for KB Home. “We conduct extensive surveys that provide us with preferences of all homebuyers in each market where we build. This information enables us to offer each of our buyers the home of their dreams.”

“KB Home is a leader in many of the top housing markets across the country,” said Heather McCune, Editor in Chief of *Professional Builder* magazine. “Their innovative floor plans and home designs are well-respected within the industry and are very popular among homebuyers.”

For this special issue, *Professional Builder* asked Metrostudy to rank the top new-home markets nationwide, and to then rank the builders active in those markets. Market rankings were based on housing permits. Builders who participated were ranked based on units closed.

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About KB Home

Building homes for nearly half a century, KB Home is one of America's premier homebuilders with domestic operating divisions in some of the fastest-growing regions and states: West Coast—California; Southwest—Arizona, Nevada and New Mexico; Central—Colorado, Illinois, Indiana and Texas; and Southeast—Florida, Georgia, North Carolina and South Carolina. Kaufman & Broad S.A., the Company's majority-owned subsidiary, is one of the largest homebuilders in France. In fiscal 2004, the Company delivered homes to 31,646 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 <http://www.kbhome.com>.

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