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**KB HOME TUCSON AWARDED FIRST CERTIFICATION IN STATE FOR
OUTSTANDING QUALITY AND CUSTOMER SATISFACTION**

**Landmark NHQ Certified Builder Program Provides
Third-Party Certification That Focuses on Customer Satisfaction**

November 02, 2005, Upper Marlboro, Md.—The NAHB Research Center today announced the National Housing Quality (NHQ) Certification of KB Home Tucson. Headquartered in Tucson, Ariz., KB Home Tucson is the first and only builder in the state to earn the designation following a rigorous NAHB Research Center audit of the implementation of their quality assurance systems. A division of the publicly-held builder KB Home (NYSE: KBH), KB Home Tucson joins the elite group of builders who have successfully completed the NHQ Certified Builder program since its launch in early 2005. Additional KB Home divisions participating in the program are working toward certification by the end of the year.

Formally launched at the 2005 International Builders' Show, the NHQ Certified Builder program is designed to increase efficiency and consistency in building practices. The program provides a rigorous and complete review of a builders business practices, and ensures that all elements of the company's quality assurance system are incorporated to provide greater customer satisfaction. To achieve certification, KB Home's Tucson division conducted field and office training to implement their quality program, work more efficiently with their trade contractors, and maintain the continuous improvement efforts required by all NHQ Programs.

NAHB Research Center president Michael Luzier said, "I am excited about how the NHQ Certified Builder program is developing and would like to thank KB Home Tucson for taking part in it. They are industry

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leaders whose partnership continues to be a vital part of program development and the evolution of quality assurance in home building. I am confident that the implementation of this landmark program will bring about greater efficiencies for participating builders and even higher rates of customer satisfaction.”

KB Home – Building Wonderful New Homes Throughout Tucson and Across the Nation

Since its inception in 1998, KB Home’s Tucson division has successfully delivered nearly 7000 homes in the Tucson market. Even with its impressive production numbers, KB Home Tucson is focused on more than just building homes; customer service excellence is a top priority for the company. In fact, in 2004, homebuyers gave their seal of approval by rating their satisfaction with KB Home’s customer service at more than 97 percent.

“KB Home Tucson is proud to be the first builder in Arizona to meet the rigorous requirements of the NHQ Certified Builder program,” stated **John Bremond, KB Home’s Tucson division president**. “At KB Home, we continually work to build on our tradition of providing architectural innovation, tremendous quality, and superior customer service. Partnering with the NAHB Research Center for this pioneering program further demonstrates that commitment to our customers and the industry.”

KB Home has been a pioneer in quality assurance in the home building industry. In November 2003, KB Home Chairman and CEO Bruce Karatz announced that the company would become the first large builder in the country to implement the NHQ Certified Trade Contractor program nationwide. A partnership that will serve to provide greater efficiency, consistency, and effectiveness to the benefit of KB Home’s customers. As a result of program implementation, all of KB Home Tucson’s trades are required to complete quality assurance management training, and are on their way towards achieving NHQ certification.

Frank Alexander, NHQ program director at the NAHB Research Center, said, “By focusing builders and trade contractors on getting the job done right the first time, NHQ certification differentiates those who talk about quality from those who can demonstrate it. KB Home Tucson has gone above and beyond in its pursuit of quality assurance, and certainly represents that differentiation.”

About the National Housing Quality Program: The NAHB Research Center launched the NHQ Program in 1993. The NHQ Program has introduced many of the concepts of the worldwide quality revolution to home building and remodeling, and provides numerous opportunities for collaboration among the various industry stakeholders. NHQ activities include the Certified Builder Program, Certified Trade Contractor Program, Manufacturer Training Certification program, and co-sponsorship of the National Housing Quality Award Program. Response among builders, trade contractors, remodelers, code officials, building inspectors, and the insurance industry to the NHQ Program’s quality initiatives has been very

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positive. Builders interested in starting on the path to quality certification can visit www.nahbrc.org/quality, email quality@nahbrc.org, or call Rita Knab, NHQ program coordinator, at (800) 638-8556, ext. 6225.

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The NAHB Research Center, located in Upper Marlboro, Md., promotes innovation in housing technology to improve the quality, durability, affordability, and environmental performance of homes and home building products. Created over 40 years ago as a subsidiary of the National Association of Home Builders (NAHB), the NAHB Research Center has established itself as the source for reliable, objective information and research on housing construction and development issues. Through its various testing and certification services, the Research Center seal is internationally-recognized as a mark of product quality and an assurance of product performance.

NOTE TO EDITORS ON STYLE USAGE: To identify this company and its work correctly, first reference should be "NAHB Research Center." If clarification of the acronym is necessary, the phrase, "a subsidiary of the National Association of Home Builders (NAHB)," can follow. In subsequent mentions, "Research Center" is the only acceptable and accurate alternative reference.

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, Maryland, North Carolina, South Carolina and Virginia. Kaufman & Broad S.A., the Company's publicly-traded French 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. KB Home also offers complete mortgage services through Countrywide KB Home Loans, a joint venture with Countrywide Financial Corporation. 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>.