



News release



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A NEW HOME OR A BIG WEDDING?

National survey says, more adults would choose a new home over their dream wedding

LOS ANGELES, CA (June 27, 2006) – With the average wedding approaching \$30,000 in the U.S., many couples today are opting for a lifetime of entertaining guests in their own home over a few hours with 200 friends in a rented ballroom.

A recent national survey by KB Home found that 92 percent of American adults say that if they were about to get married and were also in the market for a new home, they would rather use the money towards a home versus using it for their dream wedding.

“I think that most couples today know that marriage is not about one perfect day, but a lifetime of making dreams come true. That’s why so many of them are choosing to put their hard-earned money into something that will provide a foundation for their entire lifetime together,” said KB Home senior vice president of sales and marketing, Wendy Marlett. “A few of our homebuyers even hold their wedding ceremonies in their new homes after moving in, making their new home a part of their celebration with friends and family. We’re honored to be part of so many couples just starting out their lives together.”

The telephone survey of 1,000 adults, ages 18 and older was conducted by KRC Research June 15-19, with a +/-3.1% margin of error.

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, Louisiana 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 leading homebuilders in France. In fiscal 2005, the Company delivered homes to 37,140 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 ranked the #1 homebuilder in *Fortune Magazine’s* 2006 list of America’s Most Admired Companies, 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 (888-KB-CASAS) or visit <http://www.kbhome.com> (<http://www.kbcasa.com>).

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