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KB HOME COLORADO RE-CERTIFIED FOR OUTSTANDING QUALITY ASSURANCE AND CUSTOMER SATISFACTION

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

August 28, 2006, Upper Marlboro, Md.—Today, the NAHB Research Center announced the re-certification of KB Home Colorado as part of its National Housing Quality (NHQ) Certified Builder program. The division originally earned the NHQ certification following a rigorous NAHB Research Center audit of the implementation of the company's quality assurance systems. Additional home builders participating in the NHQ Certified Builder program are working toward re-certification by the end of the year.

Participation in the NHQ Certified Builder program is designed to increase efficiency and consistency in building practices. Formally launched at the 2005 International Builders' Show, the NHQ Certified Builder program provides a complete review of business practices, and ensures that all elements of the company's quality assurance system are incorporated to provide greater customer satisfaction. Each year, participating builders are audited by the Research Center to ensure a continuation of certified business practices and a focus on quality assurance. Following a successful audit, re-certification candidates earn renewed NHQ Certification of their quality 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 positive. NAHB Research Center president Michael Luzier said, "It is exciting to see the beneficial way the NHQ Program is

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impacting the industry. Participating builders are realizing greater efficiencies and higher rates of customer satisfaction as a result — benefits that I am confident will continue and expand as the program matures. I'd like to thank KB Home Colorado for their continued participation. They are industry leaders whose partnership is a vital part of program expansion and the evolution of quality assurance in home building.”

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.”

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 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, 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>).