



News Release



FOR IMMEDIATE RELEASE

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STILL HAVE QUESTIONS ABOUT BUYING A HOME?

KB Home answers with educational event to help buyers learn about the purchase process and approaching deadline on federal tax credits

LOS ANGELES (March 3, 2010) – In response to consumer demand, KB Home (NYSE: KBH), one of America's premier homebuilders, is hosting its second nationwide *"How to Buy a Home"* event this Saturday, March 6. The educational event will take place at 12 noon local time at various KB Home locations across the country. Guests will enjoy lunch and learn what they should know about purchasing a home. Plus, participants will receive a free gift just for attending. As space is limited, homebuyers are encouraged to call 888-KB-HOMES or visit www.kbhome.com to find the nearest location and register to attend the event.

During the events in each of KB Home's markets, local experts will be on-hand to provide current information on various topics including renting vs. owning, how to budget to buy a home, how to qualify for the federal tax credits for homebuyers, and how to evaluate the many home choices available in the market including new, resale and bank-owned properties. Some markets will also feature an independent Home Energy Rater who will discuss how homebuyers can maximize energy efficiency and lower their cost of homeownership.

"The *'How to Buy a Home'* events present useful information on homeownership in a fun and pressure-free environment, which can be especially helpful for first-time homebuyers who may be unfamiliar with the process," said Wendy Marlett, senior vice president of sales, marketing and communications at KB Home. "And with the tax credit deadline quickly approaching, both experienced and first-time homebuyers are wondering if they qualify, how to apply, and what it means for them. We'll answer all these questions and more during Saturday's event."

For more information about KB Home's nationwide *"How to Buy a Home"* educational events taking place on Saturday, March 6 in various markets across the country, please call 888-KB-HOMES or visit www.kbhome.com. Free gift while supplies last. Limit one per household.

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Page 2 of 2

About KB Home

KB Home, one of the nation's premier homebuilders, has delivered over half a million quality homes for families since its founding in 1957. The Company is distinguished by its Built to Order™ homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home's award-winning homes and communities meet the needs of first-time homebuyers with flexible designs that also appeal to move-up buyers and active adults. Los Angeles-based KB Home was named the #1 homebuilder on FORTUNE® magazine's 2009 "World's Most Admired Companies" list. This marks the second year in a row and the third time in the past four years that KB Home has achieved the top ranking. The Company trades under the ticker symbol "KBH" and was the first homebuilder listed on the New York Stock Exchange. For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit www.kbhome.com.

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