



News Release



FOR IMMEDIATE RELEASE

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VISIT ANY KB HOME COMMUNITY, GET A FREE \$10 TARGET GIFTCARD

**KB Home's *Happy YOU Year* sweepstakes and giveaways
end February 28**

LOS ANGELES (February 23, 2010) – KB Home, one of America's premier homebuilders, today announced that only a few days remain to register for the *Happy YOU Year* sweepstakes to win \$2,010 in Target GiftCards and take advantage of a special offer to receive a free \$10 Target GiftCard when visiting any KB Home community. Home shoppers have until February 28 to register on www.kbhome.com to enter the sweepstakes, and then bring their entry confirmation to any KB Home community to receive a free \$10 Target GiftCard.

KB Home specializes in creating Built to Order™ homes that appeal to first-time as well as move-up and active adult homebuyers. Communities are currently open in 30 major U.S. markets from coast to coast. Visit www.kbhome.com to enter the sweepstakes and find a KB Home community near you.

*The Bullseye Design and Target are registered trademarks and Target GiftCard is a service mark of Target Brands, Inc. All rights reserved. Terms and conditions are applied to GiftCards. Target is not a participating partner in or sponsor of this offer. \$10 Target GiftCards available while supplies last between 1/20/10 and 2/28/10; no rain checks, not exchangeable for cash, limit one per household. Must bring registration confirmation to community to receive GiftCard. NO PURCHASE NECESSARY. Void where prohibited. For complete sweepstakes rules, visit www.kbhome.com.

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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