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KB HOME NORTHERN CALIFORNIA TO BUILD ALL NEW HOME COMMUNITIES TO GREENPOINT RATED STANDARDS

Commitment helps area homebuyers lower their utility costs and environmental impact

PLEASANTON, Calif. (March 1, 2010) – KB Home (NYSE: KBH), one of America's premier homebuilders, today announced that all of its new home communities opening in Northern California in 2010 and beyond will be built to Build It Green's GreenPoint Rated standards. KB Home currently has two GreenPoint Rated communities in the Bay Area, North Haven in San Jose and Cantara Place at Positano in Dublin, and expects to open more in the coming months. These highly efficient homes allow homeowners to enjoy the comfort and smart savings of greener living with the quality construction of a Built to Order™ KB home.

GreenPoint Rated homes are engineered to heat and cool efficiently, use less energy, and provide substantial savings for homebuyers. Even broader and more stringent than the federal government's ENERGY STAR® program and California's Title 24, the GreenPoint Rating addresses improved efficiency in the areas of energy consumption, water usage, CO₂ emissions and more.

"KB Home is proud to be partnering with Build It Green, an organization whose mission is to promote healthy, energy- and resource-efficient building practices in California," said Chris Apostolopoulos, president of KB Home's Northern California division. "Our GreenPoint Rated homes utilize improved building techniques and high-performance products ranging from ENERGY STAR qualified appliances and efficient heating and cooling systems to low-flow lawn irrigation, indigenous plants and home foundations containing recycled content. We're very excited to commit to building all newly opened KB Home communities in Northern California to this rigorous standard for the benefit of our homebuyers and the environment."

The GreenPoint Rated label gives homebuyers the assurance that they are getting a healthier, more environmentally responsible home. GreenPoint Rated homes are verified by third party Certified GreenPoint Raters to exceed state building and energy

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code requirements for health and environmental performance, and allows buyers to evaluate homes on a level playing field. A GreenPoint Rated home is graded on five categories—energy efficiency, water conservation, resource conservation, indoor air quality and community livability.

“Build It Green is pleased that KB Home has chosen to be a leader in sustainable housing,” says Catherine A. Merschel, Executive Director of Build It Green. “Their commitment to the GreenPoint Rated program demonstrates that green building is a solution that is good for the environment and business.”

KB Home’s newest GreenPoint Rated community, Cantara Place at Positano, is located in an elegant master planned community in the rolling hills of Dublin, California. Homebuyers have their choice of four floor plans, ranging in size from 1,757 to 2,353 square feet, with three to four bedrooms, two and a half to three baths and two-car garages. Pricing for these homes starts at \$579,000.

KB Home’s Built to Order™ approach also makes it possible for homebuyers to incorporate even more earth-friendly products into their new homes. At the KB Home Studio, buyers can further lower their energy bills and reduce their consumption of natural resources by choosing options from the company’s *My Home. My Earth.*® program. A range of environmentally friendly options are offered in four categories – Energy Efficiency, Inside Environment, Water Wise and Sustainable Sources.

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.

About Build It Green

Established in 2004 in the San Francisco Bay Area, Build It Green is a non-profit membership organization with the mission to promote healthy, energy- and resource-efficient buildings in California and beyond. Build It Green’s programs offer a comprehensive package of state-level advocacy, local government support, professional training, collaboration forums, consumer education, and green product promotion. For more information on Build It Green or GreenPoint Rated contact David Myers at 510-845-0472 x106 or visit www.BuildItGreen.org.

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