

ONLINE SWEEPSTAKES OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not improve your chances of winning. Void where prohibited.

2. DEFINITIONS:

“Sweepstakes”:	Happy YOU Year \$2010 Target GiftCard
“Sponsor”:	KB Home (KBH)
“Sponsor Address”:	10990 Wilshire Blvd., 7th Floor, Los Angeles, CA 90024
“Sweepstakes Period”:	January 20, 2010 to February 28, 2010
“Contestants”:	Must be 18 years or older, have internet access as of the start of the Sweepstakes Period, and be a legal U.S. resident in one of the following states: AZ, CA, CO, FL, LA, NC, NM, NV, SC, TX, or VA (“Designated States”). Residents in all other states, territories and possessions in the United States are not eligible. DO NOT ENTER IF YOU ARE NOT A LEGAL U.S. RESIDENT IN ONE OF THE DESIGNATED STATES AT THE TIME OF ENTRY.
	See additional Eligibility Limitations below.
“Prize” & Approximate Retail Value:	Two \$1,005 Target GiftCards (Total Value: \$2,010)
Number of Prizes:	Only one (1) Prize will be awarded
“Drawing Date”:	March 12, 2010
Additional Conditions of Participation:	See additional conditions of participation described below, including conditions and online entries.

3. HOW TO ENTER. To enter, Contestants satisfying all eligibility requirements may enter the Sweepstakes by visiting Sponsor’s website at www.kbhome.com, clicking on the Sweepstakes promotion button, reading and accepting the Official Rules, following all entry instructions to complete and submit entry online by signing up for special offers and email updates from Sponsor. Online entries must be received between 12:01 AM Pacific Time (“PT”) on the first day of the Sweepstakes Period and 11:59 PM (PT) on the last Day of the Sweepstakes Period. Online entrants are subject to all notices posted online including but not limited to the website’s Privacy Policy. Sponsor reserves the right to disqualify all entries tied back to an individual if he/she entered with multiple email addresses or under multiple identities. See Additional Notice to Online Entrants below.

4. PRIZE/ODDS OF WINNING. Sweepstakes Winner (“Winner”) will receive a Prize. Prize is not redeemable or exchangeable for cash, is not transferable or assignable, and cannot be combined with any other offer. Expenses not specifically stated as part of the Prize are the sole responsibility of Winner. No Prize substitution, except at the sole discretion of KBH) due to Prize unavailability, in which case a prize of comparable value would be substituted. Odds of winning depend upon the number of eligible entries received.

5. DRAWING. The winning entry will be drawn at random by a representative of KBH on or about the Drawing Date, at a KBH office. Unless specified above in the Definitions as a Condition of Participation, Contestants do not need to be present at the drawing to win. The Winner will be notified by phone, email or certified mail and will have seven (7) calendar days from the date of the notification by phone, email or the mailing date of the notification to reply and claim the Prize. In the event that the Winner does not claim the Prize or is unavailable for Prize fulfillment, an alternate winner will be drawn in a random drawing from all remaining eligible entries received. Winner will be required to execute and return an affidavit of eligibility, a liability release, and a publicity release (where legal) within the time period indicated on the congratulatory letter accompanying said documents, or if no time period is specified, within seven (7) calendar days of notification. In the event of non-compliance with any requirements in the

Official Rules, Winner may be disqualified, with forfeiture of the Prize. Winner may request and will receive evidence showing that the Prize matches the Prize distributed to Winner. All decisions by KBH are final. All entries become the sole property of KBH and none will be returned.

6. CONDITIONS OF PARTICIPATION. KBH reserves the right, at its sole discretion, to extend, modify, or discontinue the Sweepstakes and award the Prize as it deems fair, appropriate and consistent with these Official Rules. If for any reason the Sweepstakes is not capable of running as planned for any reason, including infection by computer virus or bug, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right to cancel the Sweepstakes. In the event of cancellation, Prize will be awarded in a random drawing from eligible non-suspect entries received prior to cancellation. Sponsor reserves the right to disqualify any individual who is responsible or who tampers with the entry process. This Sweepstakes is offered only in the U.S. and is governed by the laws of the State of California, and all claims must be resolved in the federal or state courts of Los Angeles County, California.

7. ELIGIBILITY LIMITATIONS. The following are not eligible to enter or win the Sweepstakes: any employee, director or officer of KBH, or any of their affiliates, subsidiaries and joint venture partners (including, but not limited to KB Home Mortgage, LLC, an operating subsidiary of Bank of America, N.A.), any employee, director or officer of a co-sponsoring vendor or Prize provider (if any), or individual or company involved in the development or execution (if any) of the Sweepstakes, and any members of any of their immediate families or households of those employees, directors, officers, individuals or companies.

8. TAXES. The Winner will be solely obligated to pay all federal, state and local taxes and fees incurred or imposed. KBH makes no representation regarding the tax implications of winning. The Winner should contact tax advisers for any further information.

9. RELEASES AND LIMITATION OF LIABILITY. By participating in the Sweepstakes, each Contestant agrees to comply with these Official Rules, including all eligibility requirements, and to be bound by the decisions of KBH, which are final and binding in all matters relating to the Sweepstakes. Each Contestant agrees to release and hold KBH and its affiliated companies and subsidiaries harmless from any and all liability arising from participation in the Sweepstakes or the acceptance, possession or use/misuse of any Prize. Except where prohibited by law, Sweepstakes entry constitutes the winning Contestant's permission to use his or her name, identification of hometown and state, picture, videotape and/or likeness by KBH for advertising and promotional purposes, and any and all rights to said use, without additional compensation. KBH is not responsible for any typographical errors in the announcement of these Official Rules or the Prize. KBH is not responsible and expressly disclaims any liability for any late, lost, misdirected, incomplete or illegible entries which are not received by the Sweepstakes deadline specified in the

Official Rules, regardless of date submitted. KBH shall not be responsible and expressly disclaims any liability for any technical malfunctions, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications or emails whether caused by sender or by any of the equipment associated with or utilized in this drawing or by any human error which may occur in the processing of entries, or any error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor.

10. WINNER LIST. Name of Prize Winner is available, upon written request, by sending a self-addressed stamped envelope to the Sponsor at the Sponsor Address, to the attention of the specific named Sweepstakes you are requesting information about. All such requests must be received within six (6) months after the end of the Sweepstakes Period.

11. ADDITIONAL NOTICE TO ONLINE ENTRANTS. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. Any attempt by an individual, whether or not an entrant, to deliberately damage, destroy, tamper or vandalize Sponsor's website or interfere with the operation of the Sweepstakes, is a violation of criminal and civil laws and Sponsor reserves the right to seek damages and pursue all remedies against any such individual to the fullest extent permitted by law.

Sponsor is not responsible for any inaccurate or incorrect data contained on the website. Use of website is at user's own risk. Sponsor is not responsible or liable for technical problems or technical malfunction arising in connection

with any of the following occurrences, without limitation, that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, participating systems, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, participating systems, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the website in whole or in part for any reason; traffic congestion on the internet or website; unauthorized human or non human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes or any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes.

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