



News Release



FOR IMMEDIATE RELEASE

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WHY ARE YOU STILL RENTING A HOME?

KB Home hosts special events across the country to educate renters on the homebuying process—one lucky guest at each event will win \$1,000

LOS ANGELES (May 19, 2010) –KB Home (NYSE: KBH), one of America’s premier homebuilders, is hosting a nationwide *“How to Buy a Home”* event this Saturday, May 22. The educational event will take place at 12 noon local time at various KB Home locations across the country. Guests will enjoy a free lunch and learn what they should know about purchasing a home. Plus, at the end of each event, one lucky attendee will win \$1,000 to put toward their rent for the month of June.

All guests will receive a free gift 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.

“Many of our homebuyers today are first-time buyers, the majority of whom are currently renting a home and are unsure about how to start the purchase process,” said Wendy Marlett, senior vice president of sales, marketing and communications at KB Home. “This weekend’s *‘How To Buy a Home’* event is an opportunity for home shoppers to get their important questions answered in a relaxed, no-pressure environment.”

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, and how to evaluate the many home choices available in the market including new, resale and bank-owned properties. Design consultants from the KB Home Studio will also discuss the Built to Order™ experience and how homebuyers can personalize the home of their dreams.

For more information about KB Home’s nationwide *“How to Buy a Home”* educational events taking place on Saturday, May 22 in various locations 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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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 Los Angeles-based 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 home designs and communities meet the needs of first-time, move-up and active adult homebuyers. KB Home was named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year, and ranked #1 for "Innovation" among homebuilders. 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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