



**For Immediate Release**

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**KB Home Wins Three National Sales and Marketing Awards**  
*Homebuilder Honored for Best Product Design under \$250K,  
Best Sales Office and Best Design Studio*

**LOS ANGELES, (Nov. 15, 2004)** – KB Home (NYSE: KBH), one of the nation's premier homebuilders, announced today that it has won three silver medals through the 2005 National Sales and Marketing Awards, placing the company in the final running for a gold medal in three categories.

KB Home was recognized by the National Sales and Marketing Council (NSMC), a council of the National Association of Home Builders (NAHB), for Best Sales Office and the KB Home Studio for Best Design Studio. Additionally, KB Home's Garfield model at Ridgefield in Durham NC, was recognized for Best Product Design Detached under \$250,000.

"It's an honor to be recognized in these three key areas of our business," said KB Home's Senior Vice President of Marketing, Wendy Marlett. "The NSMC's seal of approval acknowledges our industry leadership in providing our customers with a top-notch homebuying experience and a quality home."

The Nationals pay tribute to superior new-home sales and marketing achievements by individual sales and marketing professionals, home builders and associates and marketing councils. It is the largest competition for new-home sales and marketing professionals and communities. The Nationals showcase winners in distinguished national, regional, and local publications.

Gold Medal winners will be announced at a ceremony to be held at the NAHB Conference in Orlando on January 13.

**About KB Home**

Building homes for nearly half a century, KB Home is one of America's premier homebuilders with domestic operating divisions in some of the fastest-growing areas of the country including Arizona, California, Colorado, Florida, Georgia, Illinois, Indiana, Nevada, New Mexico, North Carolina, South Carolina and Texas. Kaufman & Broad S.A., the company's majority-owned subsidiary, is one of the largest homebuilders in France. In fiscal 2003, the company delivered homes to 27,331 families in the United States and France. It also operates a full-service mortgage company for the convenience of its buyers. Founded in 1957, and winner of the 2004 American Business Award for Best Overall Company, KB Home is a Fortune 500 company listed on the New York Stock Exchange under the ticker symbol "KBH." For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit kbhome.com.

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