



News release

For Immediate Release

For more information contact:

Derrick Hall, VP, Corp. Communications
(310) 231-4142
dmhall@kbhome.com

KB Home Wins Gold Medal from National Sales and Marketing Awards

Homebuilder Honored for Best Sales Office

LOS ANGELES, (January 21, 2005) – KB Home (NYSE: KBH), one of the nation's premier homebuilders, announced today that it won a gold medal from last night's 2005 National Sales and Marketing Awards for the Best Sales Office Under 600 Square Feet. The awards are presented by the National Sales and Marketing Council (NSMC), a council of the National Association of Home Builders (NAHB).

"KB Home is always focused on creating a unique experience for our buyers," said KB Home's Senior Vice President of Marketing, Wendy Marlett. "Our sales office design delivers the KB Home brand in an informative, colorful and dynamic way from neighborhoods coast to coast. And to be recognized as one of the nation's elite marketers is quite an honor."

KB Home recently rolled out a standard sales office design across the country. The KB Home sales office design focuses on the company's core messages and emphasizes the high level of choice available to homebuyers. It provides a distinct retail setting designed to support each stage of KB Home's proprietary sales presentation process and presents the unique advantages of KB Home. In addition, the new sales offices take advantage of the latest technology. Interactive kiosks allow customers to see every floor plan and elevation available at a community, as well as customize them to their particular needs and desires and print out the final design of the home of their dreams.

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.

KB Home also won silver medals for Best Design Center and Best Product Design under \$250,000. Gold Medal winners were announced at a ceremony held at the International Builders Conference in Orlando on January 13.

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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 regions and states: West Coast—California; Southwest—Arizona, Nevada and New Mexico; Central—Colorado, Illinois, Indiana and Texas; and Southeast—Florida, Georgia, North Carolina and South Carolina. Kaufman & Broad S.A., the Company's majority-owned subsidiary, is one of the largest homebuilders in France. In fiscal 2004, the Company delivered homes to 31,646 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 <http://www.kbhome.com>.

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