



News release

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KB HOME ANNOUNCES RESULTS OF INAUGURAL CONSUMER-ENGAGING POLL

Nearly 25% of Married Couples Purchased a Home Within 6 Months of Tying the Knot

LOS ANGELES, (May 17, 2005) – KB Home (NYSE: KBH), one of America’s premier homebuilders, announced today the results of its inaugural KB Poll, an interactive survey for visitors logging on to its Web site at kbhome.com.

In the company’s first KB Poll, more than 5,000 users visiting the company’s Web site posted responses for the question: “How long after you were married did you purchase a home?” Nearly one-fourth (24.2%) of the respondents said they purchased a home in the first six months of their marriage. Below are the results:

How long after you were married did you purchase a home?

24.2%	Less than 6 months
22.7%	1-2 years
22.0%	5+ years
18.0%	3-5 years
13.1%	6 months to a year

KB Poll will feature bi-weekly surveys for users to vote on various subjects, ranging from “Where in the home do your kids do their homework?” to “Where in your home do you keep your wedding album?”

“The KB Poll is a fun interactive tool but it also provides feedback that helps us build great homes,” said Wendy Marlett, KB Home’s senior vice president, marketing and sales. “We want to offer features and designs that complement the way we live.”

Spanish-speaking consumers can also participate in KB Poll by clicking the “Espanol” button when logging on to kbhome.com. KB Home’s Web site is also available in Spanish by logging on to kbcasa.com.

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 publicly-traded French 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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