



News release

FOR IMMEDIATE RELEASE

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MORE COUPLES ARE SKIPPING A LARGE WEDDING FOR THE HOME OF THEIR DREAMS

***With June's Wedding Season and National Homeownership Month in Full Swing,
More Couples are Shifting their Priorities***

LOS ANGELES, CA (June 21, 2005) – Tom and Katie may not be worried about wedding costs, but for most couples weddings are becoming a huge expense, now averaging \$30,000* in the U.S. But according to KB Home, one of the nation's premier homebuilders, couples are increasingly trading one night with 200 friends in a rented ballroom for years of entertaining guests in their own home.

As the average age for marriage climbs, financially independent couples spending their own money – or even their parents – are finding that rather than getting married and renting while they save up to buy, or taking on these two large expenditures simultaneously, they'd rather put the bulk of their wedding budget toward starting their life together in their new home.

According to a recent KBHome.com Poll, 24 percent of respondents purchased a home within six months of getting married. For many, skipping the large wedding and using that money towards their new home may make more sense.

“As we observe National Homeownership Month, we continue to see more and more couples opting to buy a new home instead of planning the large traditional wedding,” said KB Home Chief Operating Officer Jeff Mezger. “They want the comfort and security that comes with homeownership and prefer to spend their money on their future life together rather than on one night.”

Jody (a 31-year-old Air Force Staff Sergeant) and Julie (a 26-year-old student) Prince of Yuba City, Calif. chose to forgo the large wedding, instead they went to Reno for a quick ceremony and returned to buy a home at KB Home's Walnut Park Estates in Yuba City. “My husband was concerned that I might miss the big white dress, but we can always have a ceremony or celebration down the line,” said Julie. “It was more important for us to get our home so we can start our family and future together.”

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Wedding Cost 2 of 2

Based on the average \$30,000* wedding budget, couples may want to reevaluate where their money is going. Consider this break down of typical wedding expenses vs. those associated with buying a new home.

<u>Traditional Wedding</u>	<u>Budget</u>	<u>KB home</u>
Wedding Reception	\$15,000	5% down payment (\$300,000 home)
Attire	\$3,000	Flooring
Photography/Video	\$3,000	Covered Patio
Music/DJ	\$2,700	Cabinets
Flowers	\$2,700	Kitchen Countertops

For many of today's engaged couples, a new home has more to offer than one night filled with cheesy dance moves and a mediocre buffet dinner ever could as well as plenty of cabinet space to store all those great wedding gifts.

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>.

* According to Fairchild Bridal Group (Publisher of Bride's magazine).

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