



# News release

**FOR IMMEDIATE RELEASE**

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## **FINAL DAYS TO BLASTOFF: KB HOME SHOWS ITS SUPPORT FOR LAUNCH OF NASA'S SPACE SHUTTLE DISCOVERY**

*150,000 commemorative wristbands distributed at KB Home sales centers;  
Public encouraged to wear them "Until They're Home"*

**LOS ANGELES (July 11, 2005)** – KB Home (NYSE: KBH), one of the nation's premier homebuilders, announced today that only days remain to show support for NASA as it prepares to return to flight this week with the launch of the space shuttle Discovery. For the next few weeks the public is invited to visit any one of KB Home's 415 communities nationwide and receive a free commemorative "Discovery 2005" glow-in-the-dark wristband while supplies last. According to NASA, Discovery is scheduled to launch July 13, from the Kennedy Space Center in Cape Canaveral, Florida.

"With NASA's imminent return to space, KB Home's Discovery 2005 wristbands are a simple and powerful way for all of us here at home to show support for the mission and the American space program," said KB Home Chairman and CEO Bruce Karatz. "Since KB Home started distributing the free wristbands, we've learned that astronauts and others in the space program are wearing their wristbands and it has been truly inspiring to hear how much those directly involved appreciate this demonstration that the nation stands behind them."

To further honor the men and women of the nation's space program, former NASA astronaut, and the first American woman in space, Sally Ride, recently appeared at KB Home's SkyView Forest community in Houston. Dr. Ride, founder and CEO of Sally Ride Science™, who has been wearing her own "Discovery 2005" wristband, signed autographs and spoke about the importance of empowering girls to get involved in the fields of science and technology. In keeping with that message, KB Home recently decorated a space-themed girl's bedroom in one of SkyView Forest's model homes featuring an autographed photo of Dr. Ride along with other NASA memorabilia designed to inspire young girls to get involved in science and space exploration.

For a complete listing of KB Home's communities where wristbands are available, visit [kbhome.com](http://kbhome.com) or call 888-KB-HOMES.

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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 publicly-traded 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. 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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