



# News release

**FOR IMMEDIATE RELEASE**

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## **KB Home Ranks in Top Three for Customer Satisfaction in Albuquerque, Austin, Houston and Las Vegas According to J.D. Power and Associates Study**

**LOS ANGELES, (September 14, 2005)** – KB Home (NYSE: KBH), one of the nation's premier homebuilders, ranked among the highest three positions in four major U.S. markets, according to the J.D. Power and Associates 2005 New Home Builder Customer Satisfaction Study<sup>SM</sup> released today. Overall, the company saw improvements in seven markets.

According to the study, KB Home ranked in the top three in the Albuquerque, Austin, Houston, and Las Vegas markets for customer satisfaction. The independent study is based on responses from 73,353 new home buyers in 30 of the largest homebuilding markets in the U.S. who have lived in their homes from four to 18 months.

"Customer satisfaction is KB Home's top priority and at the core of our business strategy," said KB Home Chairman and CEO Bruce Karatz. "We are committed to providing our customers with superior service and quality with every home that we build. It's great to see the hard work of our employees around the country pay off with solid customer satisfaction scores, but none of us will be satisfied until we reach number one in each of our markets."

Along with customer service and home readiness, factors that drive overall customer satisfaction include: the sales staff, quality of workmanship and materials, price and value, design elements, design center, recreational facilities, location and construction manager.

The company has a solid commitment to customer service, offering every KB homeowner the "Power of 10" quality pledge, which provides homebuyers with 10 quality construction checkpoints at every step. During pre-construction, a construction superintendent is assigned to each new homebuyer to teach them what they can expect during each phase. These internal quality assurance processes complement KB Home's partnership with the NAHB Research Center's National Housing Quality (NHQ) program through which KB Home was the first large homebuilder to commit to working with certified subcontractors.

KB Home's "Say Yes!" program represents the rigorous standards of customer satisfaction practiced throughout the company. The KB Home "Say Yes!" problem-solving policy makes every effort to resolve homeowner concerns easily, efficiently and effectively. On average, it takes KB Home less than one week to resolve claims.

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## **J.D. Power and Associates**

**2 of 2**

### **About JD Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors, including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies. J.D. Power and Associates can be accessed through the World Wide Web at [www.jdpower.com](http://www.jdpower.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. KB Home also offers complete mortgage services through Countrywide KB Home Loans, a joint venture with Countrywide Financial Corporation. 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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