



News release



For More Information:
Caroline Shaw, 310-231-4142
pr@kbhome.com

KB Home Launches Program Educating Homebuyers on Eco-Friendly Products Available at KB Home Studio

Los Angeles (April 10 2007) - KB Home today introduced myEarth, a program educating homebuyers on the eco-friendly products available at the KB Home Studio. The KB Home Studio offers thousands of design choices for homebuyers to turn their dream home into a reality. Homebuyers design their home by selecting everything from flooring, cabinets, and appliances, to lighting, countertops and more. KB Home currently has 31 studios in major metropolitan markets throughout the US.

“Consumers are increasingly interested in ways they can help preserve the environment. myEarth highlights products, many that we have offered for several years, that offer benefits to both the homebuyer and the environment,” said Lisa Kalmbach, senior vice president of KB Home Studio. “We have already seen an increase in sales for products such as radiant barriers that demonstrate eco-friendliness and cost-savings benefits.”

Products throughout the studio are tagged with the myEarth logo and are accompanied by information explaining the benefits of the product. Each product will be placed in a corresponding category. The categories are:

- **Energy Efficient:** Options that conserve energy or generate energy from renewable sources. Examples of these products include radiant barriers, energy star appliances and light fixtures, programmable thermostats, and light dimmers.
- **Water Wise:** Options that help to conserve water. Examples of these products include xeriscape landscaping, low flow plumbing fixtures and faucets, water-conserving washers and dishwashers.
- **Healthier Home:** Options that provide for cleaner indoor air quality and water as well as products that have anti-germ or similar qualities. These include water treatment systems, central vacuum systems, low –VOC paint, and gas and electric fireplaces.
- **Sustainable Sources:** Options that contain recycled, recyclable and environmentally sustainable materials. These include carpet made from recycled and recyclable nylon, bamboo flooring, and doors made from recycled wood particles.

Each KB Home division throughout the US will continue to show its support of being environmentally responsible through different events and sponsorships. Activities will vary from partnering with Scout troops to build bird houses for designated wilderness areas to sponsoring recycling programs in local communities.

About KB Home

Celebrating its 50th anniversary in the homebuilding industry, KB Home is one of America's largest homebuilders. Headquartered in Los Angeles, the company has domestic operating divisions in 15 states, building communities from coast to coast. KB Home is a Fortune 500 company listed on the New York Stock Exchange under the ticker symbol "KBH." Kaufman & Broad S.A., a subsidiary publicly-traded on the Premier Marché of Euronext Paris, is one of the leading homebuilders in France. For more information about any of KB Home's new home communities or complete mortgage services through Countrywide KB Home Loans, call 888-KB-HOMES or visit <http://www.kbhome.com>.