



News Release



FOR IMMEDIATE RELEASE

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BACK TO SCHOOL FUN AT KB HOME

KB Home supports its communities with gift card giveaways and donations to local schools

LOS ANGELES (August 11, 2010) – KB Home (NYSE: KBH), one of America's premier homebuilders has declared this weekend, Saturday, August 14 and Sunday, August 15, to be its "Back to School Weekend." The homebuilder is offering \$10 gift cards to visitors at all of its communities nationwide during this special weekend event. KB Home has also pledged to donate \$1 for each attendee to local schools.

KB Home specializes in creating Built to Order™ homes that appeal to first-time as well as move-up and active adult homebuyers. Communities are currently open in 30 major U.S. markets from coast to coast. Visit www.kbhome.com to learn more about KB Home's "Back to School Weekend" and to find a KB Home community near you.

About KB Home

KB Home, one of the nation's premier homebuilders, has delivered over half a million quality homes for families since its founding in 1957. The Los Angeles-based company is distinguished by its Built to Order™ homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home's award-winning home designs and communities meet the needs of first-time, move-up and active adult homebuyers. KB Home was named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year, and ranked #1 for "Innovation" among homebuilders. The Company trades under the ticker symbol "KBH" and was the first homebuilder listed on the New York Stock Exchange. For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit www.kbhome.com.

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