



# News release



**For Immediate Release**

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## **KBHOME.COM AND KBCASA.COM REDESIGNED FOR IMPROVED USER-FRIENDLY NAVIGATION**

**LOS ANGELES, CA (April 4, 2006)** – KB Home (NYSE:KBH), one of the nation’s premier homebuilders, announced today the re-launch of the kbhome.com and kbcasa.com web sites offering an updated look and an improved design for greater ease-of-use.

The redesign is based on findings from one-on-one research with homebuyers and real estate professionals using kbhome.com, as well as the feedback received in focus groups. Users wanted an easy to understand site that clearly led them to online home searching and other important features such as financing and customer care.

“We want to deliver the most unique and informative web experience we can to potential homebuyers and our existing homeowners,” said Wendy Marlett, KB Home Senior Vice President, Sales and Marketing. “We know that most new homebuyers begin their search for a home online, and our buyers often visit our site for a variety of resources, including interactive floor plans, video features and more. We’re always working to exceed their expectations.”

The home page is now broken down into key sections; “Finding your home,” “Building your home,” “Customizing in your style,” “Financing your dream” and “Contact Us.” There are also direct links to breaking news and promotions which are easy to spot beneath the rotating photos of KB homes from across the country.

Some new highlights of the new site include:

- New Home Page Design – with increased attention to the home finding tool
- Advanced Home Search feature – enabling buyers to search by number of bedrooms, baths, pricing and square footage in addition to searching by region
- More prominent U.S. map – for easy home searches
- Site Search – enabling users to search entire site for key words
- Regional maps – key highways now identified for easier location identification
- New content – highlighting KB Home’s environmental and community outreach efforts as well as KB Home’s construction check points and homebuilding terms
- Printable and emailable brochures – users can now create brochures of individual floor plans to share with friends and family

**- more -**

To accommodate Spanish-speaking consumers, KB Home offers all of its website content in Spanish. A button, labeled “Español” at the top of the page on the English site, translates all of the content on the website to Spanish. Consumers can also log on to the Spanish-language website at [www.kbcasa.com](http://www.kbcasa.com).

Simultaneously, KB Home has also launched a new micro-site to give a voice to the many KB homeowners who send letters of praise and feedback to the company every day. The new <http://www.kbhomesatisfiedcustomers.com> site shares actual letters received from KB homeowners allowing prospective homebuyers the opportunity to hear first-hand the quality and satisfaction that is behind every KB home.

### **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, Louisiana and Texas; and Southeast—Florida, Georgia, Maryland, North Carolina, South Carolina and Virginia. Kaufman & Broad S.A., the Company's publicly-traded French subsidiary, is one of the leading homebuilders in France. In fiscal 2005, the Company delivered homes to 37,140 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 ranked the #1 homebuilder in *Fortune Magazine's* 2006 list of America's Most Admired Companies, 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 (888-KB-CASAS) or visit <http://www.kbhome.com> (<http://www.kbcasa.com>).

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