

For Immediate Release

**KB HOME REAFFIRMS STANDING AS ONLY BUILDER TO EARN
NATIONAL HOUSING QUALITY CERTIFICATION NATIONWIDE**

Homebuilder achieves recertification of national operations under the program

Upper Marlboro, Md. (March 26, 2009) - Today, the NAHB Research Center announced that KB Home (NYSE: KBH), one of the nation's largest home builders, has reaffirmed its position as the only builder to earn the prestigious National Housing Quality (NHQ) Certified Builder designation for all of its operations nationwide. Following a rigorous NAHB Research Center audit of the quality assurance systems of each division, KB Home has earned recertification under the NHQ program for its company-wide commitment to quality and customer satisfaction.

KB Home was the first major builder to participate in the NHQ program, with its Las Vegas division earning the first NHQ certification during the program's pilot phase in 2004. KB Home went on to implement the program in all of its divisions across the country, becoming the first builder to achieve national certification in February 2008. Since the inception of the program, no other home builder has certified more divisions than KB Home, a landmark achievement that continues to set the bar for others in the industry.

"The training and quality assurances inherent in the NAHB Research Center's NHQ program are a natural extension of KB Home's unrelenting focus on customer service and operational excellence," said Jeffrey Mezger, president and chief executive officer of KB Home. "Nothing is more important to our homeowners than quality, and we are proud to be the only home builder to have our quality management system backed by this rigorous third-party certification on a national level."

Designed to foster consistency and quality in building practices, NHQ certification is presented to home builders and trade contractors who have documented and implemented quality management systems, and participated in systematic reviews of the implementation of those systems. Today, 29 home building companies are included in the program. Certification requirements ensure that all elements of a company's quality assurance system are aligned to improve quality performance and provide greater customer satisfaction. To achieve certification, many of KB Home's divisions also independently sponsored NHQ training sessions for their trade partners.

KB Home's participation in the NHQ Program helps to provide greater efficiency, consistency, and effectiveness to its customers. Since implementing the NHQ program, KB Home has seen its customer satisfaction ratings rise to their highest levels ever.

“We are extremely pleased with KB Home’s continued leadership and dedication to the NHQ Program on a national level,” said Michael Luzier, president and chief executive officer of the NAHB Research Center. “The company’s NHQ certification allows it to lead by example in terms of quality assurance in the home building industry.”

“In the current housing environment, builders are seeking higher customer satisfaction ratings and a competitive edge,” according to Bob Hill, director of certification and laboratory services at the NAHB Research Center. “By meeting the rigorous requirements of the NHQ Program and earning this certification again this year, KB Home is making a powerful statement to potential homebuyers that their satisfaction is the company’s top priority.”

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CONTACT:

NAHB Research Center, Anne Holtz Schmick, (800) 638-8556, ext. 6211,
aholtz@nahbrc.org

KB Home, Heather Reeves, (310) 231-4142, hreeves-x@kbhome.com

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About the NAHB Research Center

Located in Upper Marlboro, Md., the NAHB Research Center promotes innovation in housing technology to improve the quality, durability, affordability, and environmental performance of homes and home building products. Created nearly 50 years ago as a subsidiary of the National Association of Home Builders (NAHB), the NAHB Research Center has established itself as *the* source for reliable, objective information and research on housing construction and development issues. Through its various testing and certification services, the Research Center product certification seal is internationally-recognized as a mark of product quality and an assurance of product performance.

About KB Home

KB Home, one of the nation's leading homebuilders, has delivered hundreds of thousands of quality homes for families since its founding in 1957. The 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 homes and communities meet the needs of first-time homebuyers with flexible designs that also appeal to move-up buyers and active adults. Los Angeles-based KB Home was named the #1 homebuilder on FORTUNE® magazine's 2009 “World’s Most Admired Companies” list for the second year in a row. 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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