



# News Release



**FOR IMMEDIATE RELEASE**

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## **KB HOME LAUNCHES NEW MOBILE WEB SITE FOR ON-THE-GO HOME SHOPPERS**

### **New site brings KB Home communities to web-enabled mobile devices**

**LOS ANGELES (December 2, 2009)** – KB Home (NYSE: KBH), one of America's premier homebuilders, has launched a new mobile Web site, specially optimized for homebuyers who go online through their mobile phones. The new site includes KB Home community information, prices, floor plans, driving directions, home photos and renderings, all updated on a daily basis, and in a fast-loading format that is optimized for a small screen.

According to a study released in July 2009 by Pew Research Center's Internet & American Life Project, 32% of Americans have accessed the Internet through a mobile phone. On a typical day, nearly one-fifth of all Americans use the Internet through a mobile device.

Homebuyers simply need to access [www.kbhome.com](http://www.kbhome.com) from their mobile browser, and will then be automatically directed to the new mobile site. The site features simple drop-down menus to direct shoppers to the communities they are interested in quickly and easily. A "click to call" feature instantly dials the KB Home community the buyer is interested in visiting.

*Source: ©2009 Pew Research Center, Pew Internet & American Life Project. To view the entire report, visit [www.pewinternet.org](http://www.pewinternet.org).*

### **About KB Home**

KB Home, one of the nation's premier 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. This marks the second year in a row and the third time in the past four years that KB Home has achieved the top ranking. 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](http://www.kbhome.com).

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