



News Release



FOR IMMEDIATE RELEASE

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KB HOME CAN MAKE YOUR GREEN DREAM A REALITY

Attend the builder's environmental event and enter for a chance to win a set of four bicycles and have a \$1,000 donation made to EarthShare

LOS ANGELES (July 28, 2010) – KB Home (NYSE: KBH), one of America's premier earth-friendly homebuilders invites homebuyers to attend its national [My Home. My Earth.® event](#) at various KB Home locations across the country on Saturday, July 31 from 10 a.m. to 12 p.m. As space is limited at these fun, informative and free seminars, homebuyers are encouraged to call 888-KB-HOMES or visit www.kbhome.com to find the nearest location and register to attend the event.

"There's a perception out there that 'going green has to cost a lot of green' and that's simply not the case," said Wendy Marlett, senior vice president of sales, marketing and communications. "We want to show homebuyers how [a highly efficient and affordably priced KB home](#) can save them money and save natural resources—all at no additional cost to them."

KB Home builds all of its homes in new communities to the U.S. Environmental Protection Agency's (EPA) strict ENERGY STAR® guidelines. An ENERGY STAR qualified home is up to 45% more efficient than a home built as recently as the 1990s. Guests at Saturday's event will learn about the components of an [ENERGY STAR](#) qualified home that make it more efficient, and gain information on KB Home's other earth-friendly initiatives, including its recently announced partnership with EPA's [WaterSense®](#) for New Homes program.

Guests at KB Home's national *My Home. My Earth.* event will receive a free gift just for attending and will also be entered in a prize drawing for a chance to win a set of four bicycles. The prize winner will also have a \$1,000 donation in their name made by KB Home to [EarthShare](#).

For more information including official rules and event locations, call 888-KB-HOMES or visit www.kbhome.com.

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

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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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