



# News Release



**FOR IMMEDIATE RELEASE**

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## **LEARN HOW AN ENERGY STAR QUALIFIED NEW HOME CAN HELP LOWER YOUR UTILITY BILLS**

### **New web video gives inside look at the energy-efficient features of ENERGY STAR qualified KB homes**

**LOS ANGELES (January 6, 2010)** – KB Home (NYSE: KBH), one of America's premier homebuilders, has released a new video that shows homebuyers how an ENERGY STAR<sup>®</sup> qualified new home produces superior energy efficiency that can lower their utility bills. The video can be seen exclusively at [www.kbhome.com](http://www.kbhome.com) or on YouTube at [www.youtube.com/kbhomemedia](http://www.youtube.com/kbhomemedia).

The video takes home shoppers "inside the walls" to see how a new ENERGY STAR qualified KB home meets strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency. Third-party inspectors point out the rigorous construction practices and energy-efficient features that must be included in the home and tested for effectiveness prior to certification.

A home that meets ENERGY STAR guidelines is up to 45% more energy-efficient than a home built as recently as 10 years ago and offers homeowners consistently lower energy costs and a reduced environmental impact. In 2009, KB Home began building only ENERGY STAR qualified homes in all of its newly opened communities.

To watch the video and find a KB Home community near you, visit [www.kbhome.com](http://www.kbhome.com). You can also call 888-KB HOMES for more information.

#### **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<sup>™</sup> 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

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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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