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**KB HOME DEBUTS  
MARTHA STEWART™ BUILT TO ORDER™ KITCHENS IN FLORIDA**

***Attend the Martha Stewart Built to Order Kitchens grand opening events  
February 13 and 14 to enjoy cooking demos and the chance to win a trip for two  
to New York City to see The Martha Stewart Show***

**TAMPA & ORLANDO, Fla. (February 11, 2010)** – KB Home (NYSE: KBH) and Martha Stewart Living Omnimedia (NYSE: MSO) have announced the debut of *Martha Stewart™ Built to Order™ Kitchens* in two Florida markets. For the first time, homebuyers will have the exclusive opportunity to choose a Martha Stewart-inspired kitchen as a feature in their new Built to Order KB home. The designs are initially being offered at KB Home's Moss Landing community in Tampa and Arbor Ridge community in Orlando.

KB Home will be hosting grand opening events at its Moss Landing and Arbor Ridge communities on Saturday and Sunday, February 13 and 14 from 10 a.m. to 5 p.m. Guests at the events will be among the first to view the new *Martha Stewart Built to Order Kitchens*, tour the decorated model homes, and enter for a chance to win a trip for two to New York City and two tickets to attend *The Martha Stewart Show*. Local chefs will also be on hand to conduct live cooking demonstrations in the kitchens featuring recipes from Martha Stewart's newest cookbook, *Martha Stewart's Dinner at Home: 52 Quick Meals to Cook for Family and Friends* (published by Clarkson Potter, a division of Random House Inc.).

From classic to contemporary, KB Home homebuyers will have three distinct *Martha Stewart Built to Order Kitchens* design styles to choose from: Katonah, Skylands and Lily Pond. Based on Martha Stewart's own kitchens at her homes in New York and Maine, the designs will offer Martha's signature look and efficiency in a new Built to Order home. The kitchens will feature Martha-inspired countertops, cabinets, backsplashes, kitchen islands and other details – all at an affordable price.

"This idea was based on the tremendous appeal and popularity of our co-branded *KB Home: Homes Created with Martha Stewart™* communities launched in 2006 and available in select markets across the country," said George Glance, president of KB Home's Central Florida division. "By offering these exceptional designs in our communities as part of KB Home's Built to Order experience, more of our homeowners will have the chance to incorporate Martha's incomparable style and functionality into one of the most important spaces of the home – the kitchen."

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Martha Stewart's influence can be seen throughout the kitchens, which have been thoughtfully designed with both form and function in mind. The *Martha Stewart Built to Order Kitchens* incorporate distinct cabinet configurations including well-placed glass doors and open shelving for convenience and display, a selection of solid surface countertops chosen for both their beauty and utility in food preparation, a functional bank of drawers next to the range for easy access and storage of cookware, and numerous design details such as backsplashes and cabinet hardware. Additional choices include a single basin sink favored by Martha for its capacity to handle cleaning dishes or a 10-pound turkey with ease, pendant lighting for the island, additional display options including glass shelving, cubbies, and hutches, as well as specially selected flooring, faucets and more.

For directions to KB Home's Moss Landing and Arbor Ridge communities, or for more information on the grand opening events February 13 and 14, please visit [www.kbhome.com](http://www.kbhome.com) or call 888-KB-HOMES.

**Note to Editors:** A high-resolution rendering of one of the *Martha Stewart Built to Order Kitchens* is available to download at [www.kbhome.com/MarthaGallery.aspx](http://www.kbhome.com/MarthaGallery.aspx).

### **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 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).

### **About Martha Stewart Living Omnimedia, Inc.**

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, *Martha Stewart Living*, periodic special issues and books. The [marthastewart.com](http://marthastewart.com) website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the *Martha Stewart Collection* exclusively at Macy's, *Martha Stewart Everyday* at Kmart, the *Martha Stewart Living* line of home-improvement products at The Home Depot, *Martha Stewart Crafts* with EK Success at Michaels and independent retailers, *Martha Stewart for 1-800-FLOWERS.COM*, the forthcoming *Martha Stewart Pets* line at PetSmart and more. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and [emerils.com](http://emerils.com) website and his licensed kitchen and food products. For additional information about MSLO, visit [www.marthastewart.com](http://www.marthastewart.com).

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