



News Release



FOR IMMEDIATE RELEASE

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KB HOME OFFERS A MAGICAL GIFT FOR HOMEBUYERS

**This weekend only, KB Home homebuyers will get a
FREE Disney Dream Room in their new Built to Order home**

LOS ANGELES (September 23, 2009) – [KB Home](#) (NYSE: KBH) today announced an exciting, limited-time promotion for its homebuyers. For two days only, September 26 and 27, homebuyers will get an extra special, magical housewarming gift—a free [Disney Dream Room](#) of their choice in their new Built to Order™ home when they finance with KB Home Mortgage, LLC, an operating subsidiary of Bank of America, N.A. Buyers can select from four different Disney-themed children's bedroom designs available exclusively from KB Home: Pooh Corner, Cars Revved-Up Room, Princess Palace or Hannah Montana Hangout.

The room packages include [Disney-inspired design elements](#) such as exclusive carpet, window treatments, lighting fixtures, closet doors, chair rails and other decorative touches such as Disney-themed paint colors, wall graphics and stenciling. Buyers who take advantage of the free Disney Dream Room offer will also receive a matching bedding set to complete the room's décor.

In addition, all home shoppers who visit any KB Home community on September 26 or 27 will receive a free Disney plush toy just for stopping by, while supplies last.

For more information on the Disney Dream Rooms and this limited-time offer at KB Home communities nationwide, visit www.kbhome.com or call 888-KB-HOMES.

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

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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.

Disclaimer: To receive free Classic Disney Dream Room package (ARV: \$1,349–\$1,669): buyer must sign purchase agreement on a new Built to Order™ KB home between 09/26/09 and 09/27/09; close escrow in time required under the contract; and finance with KB Home Mortgage, LLC, an operating subsidiary of Bank of America, N.A. Buyer may finance via any other lender but will not be eligible for this offer. No substitutions; not transferable, redeemable or exchangeable for cash; cannot be combined with any other offers and supersedes previous offers



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