



# News Release



**FOR IMMEDIATE RELEASE**

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## **NEW VIDEO FROM KB HOME SPOTLIGHTS THE OPEN SERIES**

**Learn more about KB Home's new line of affordable, flexible and energy-efficient home designs at [kbhome.com](http://kbhome.com)**

**LOS ANGELES (October 15, 2009)** – KB Home (NYSE: KBH), one of America's premier homebuilders, has introduced a video that takes the viewer inside The Open Series™, KB Home's new line of affordable, flexible and energy efficient Built to Order™ homes. The video can be seen exclusively at [www.kbhome.com](http://www.kbhome.com), or on YouTube at [www.youtube.com/kbhomedmedia](http://www.youtube.com/kbhomedmedia).

KB Home developed The Open Series following comprehensive research of homebuyers across the country about what they wanted most in their new homes. This research showed that buyers want an affordable, low monthly payment on a home that can reduce their monthly energy costs, plus the ability to customize their home by choosing their own floor plan, structural features and design touches that fit their style and budget. KB Home's Built to Order experience, coupled with the new designs from The Open Series, provides all this and more.

What's more, all homes from The Open Series are ENERGY STAR® qualified, which means homeowners can save up to 45% on energy costs compared to homes built as recently as the 1990s.

The Open Series home designs are now available across the country, in all of KB Home's markets. To watch the video and find a community featuring The Open Series near you visit [www.kbhome.com](http://www.kbhome.com). You can also call 888-KB HOMES for 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™ 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

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Page 2 of 2

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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