



# News release

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**For more information contact:**

Derrick Hall (310) 231-4142  
dmhall@kbhome.com

**KB HOME LAUNCHES NEW WEBSITE DESIGN  
TO ENHANCE USER-FRIENDLY NAVIGATION FOR HOMEBUYERS  
*All Web Content Also Available in Spanish***

**LOS ANGELES, (March 24, 2005)** – KB Home (NYSE: KBH), one of America’s premier homebuilders, announced today the launch of its newly-designed website at [www.kbhome.com](http://www.kbhome.com), which offers an updated modern look while providing user-friendly navigation throughout the site. All content on the website is also available in Spanish for the first time ever.

Building homes in 36 of the country’s top markets and expected to deliver nearly 38,000 homes this year, KB Home has responded by redesigning its website to cater to prospective homebuyers and existing KB Home homeowners alike. Homebuyers can now locate new-home communities and calculate mortgage payments easier while existing homeowners can navigate through the website faster to fulfill the experience of owning a KB Home.

“Our redesigned website provides both existing and potential KB homeowners insight into the choice and personalization everyone receives during the homebuying process at KB Home,” said Wendy Marlett, KB Home’s senior vice president, marketing and communications. “This new attractive and interactive site is truly state-of-the-art and reflects the care and information we provide each of our customers. Visitor interaction has been streamlined to assist potential buyers with information on KB Home communities as well as our commitment to customer satisfaction for existing KB homeowners.”

The new site offers a streamlined system to contact a KB Home customer care representative, various tools and tips to help design a new home with KB Home Studio and a user-friendly home search to locate KB Home communities throughout the country. It also includes a redesigned mortgage section showcasing various loan options with KB Home Mortgage, a new-look investor relations section, a media room with recent news stories about KB Home and a Kids Corner that provides printable activity sheets for children.

To accommodate Spanish-speaking consumers, KB Home offers all of its website content in Spanish. A button, labeled “Español” at the top of the page on the English site, translates all of the content on the website to Spanish. Consumers can also log on to the Spanish-language website at [www.kbcasa.com](http://www.kbcasa.com).

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## **New Website Design Launch**

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The website was redesigned by award-winning 2Advanced Studios, whose client list includes Nintendo, Ford Motor Company, AOL Time Warner and Warner Bros. The web design company added numerous additions using Flash Media and video streaming through the site.

### **About KB Home**

Building homes for nearly half a century, KB Home is one of America's premier homebuilders with domestic operating divisions in some of the fastest-growing regions and states: West Coast—California; Southwest—Arizona, Nevada and New Mexico; Central—Colorado, Illinois, Indiana and Texas; and Southeast—Florida, Georgia, North Carolina and South Carolina. Kaufman & Broad S.A., the Company's publicly-traded subsidiary, is one of the largest homebuilders in France. In fiscal 2004, the Company delivered homes to 31,646 families in the United States and France. It also operates a full-service mortgage company for the convenience of its buyers. Founded in 1957, and winner of the 2004 American Business Award for Best Overall Company, KB Home is a Fortune 500 company listed on the New York Stock Exchange under the ticker symbol "KBH." For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit <http://www.kbhome.com>.

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