



News Release



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KB HOME RANKS IN TOP THREE IN CUSTOMER SATISFACTION IN SAN DIEGO ACCORDING TO J.D. POWER AND ASSOCIATES STUDY

SAN DIEGO (Sept. 10, 2008) – KB Home (NYSE: KBH), one of the nation’s premier homebuilders, announced it ranked third in customer satisfaction among homebuyers in San Diego, according to the J.D. Power and Associates 2008 New Home Builder Customer Satisfaction StudySM released today.

Along with San Diego, KB Home’s Houston and Jacksonville divisions ranked in the top three in their respective markets. The independent nationwide study is based on responses from 50,837 buyers of newly constructed homes in 33 of the largest homebuilding markets in the U.S. who have lived in their homes from four to 18 months.

“The J.D. Power and Associates ranking is a direct result of our dedication to customer satisfaction and quality,” said Steve Ruffner, president of KB Home’s Southern California division. “This commitment drives our business and is reflected in every home we build.”

The nine factors that drive overall customer satisfaction include: builder’s warranty/customer service, builder’s sales staff, home readiness, construction manager, workmanship and materials, price and value, location, recreational facilities, and design center.

KB Home is committed to providing customers with the highest level of satisfaction in every aspect of their Built to OrderTM home buying experience. Every new home comes with a 10-Year Limited Warranty. This commitment to quality and customer satisfaction complements KB Home’s participation in the NAHB Research Center’s National Housing Quality (NHQ) program, under which KB Home was the first large national homebuilder to achieve certification and the first to commit to working with certified subcontractors.

The company’s “100% Complete, 100% Satisfied” program represents the rigorous standards of customer satisfaction practiced throughout the company. The program ensures that every home is delivered one hundred percent complete and on time.



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About KB Home

KB Home, one of the nation's largest homebuilders, has been building quality homes for families for more than 50 years. Headquartered in Los Angeles, the Company has operating divisions in nine states, building communities from coast to coast. KB Home, ranked the #1 homebuilder in FORTUNE magazine's 2008 list of *America's Most Admired Companies*®, 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 or complete mortgage services offered through Countrywide KB Home Loans, LLC, call 888-KB-HOMES or visit www.kbhome.com.

