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BUILDER MAGAZINE'S 2011 CONCEPT HOME REVEALED

“GreenHouse” to be built by KB Home; Designed with Martha Stewart

WASHINGTON, D.C. (October 5, 2010) – Builder magazine today announced that the KB Home GreenHouse™: An Idea Home Created with Martha Stewart will be unveiled at the January 2011 International Builders' Show in Orlando, Florida.

In addition to the home design being influenced by Martha Stewart, one of the country's leading lifestyle experts, the KB Home GreenHouse is slated to be the first net-zero energy, single-family home in the Builder Magazine Concept Home series. The KB Home GreenHouse will also demonstrate to consumers that this environmentally friendly home not only saves energy and water through the use of solar and thermal systems and meeting EPA's WaterSense for new homes specifications, but can also save them money for years to come by reducing energy bills.

“Teaming up with KB Home, one of country's premier homebuilders, and incorporating Martha's incomparable style and eye for functionality has been a fantastic experience,” said Boyce Thompson, editorial director for Builder magazine. “We're always looking for new ways to showcase the latest and greatest in building technology and KB Home's efficient designs and industry leadership in the field of green building have allowed us to do exactly that.”

The home will open for tours on Wednesday, January 12, 2011. In addition to live on-site tours, an online virtual tour will be available for those unable to make it to Orlando. To learn more about this year's Builder Magazine Concept Home and register to take a tour, visit www.builderconcepthome2011.com.

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Note to editors: A high-resolution rendering of the KB Home GreenHouse: An Idea Home Created with Martha Stewart is available for download at www.builderconcepthome2011.com/media.

About BUILDER magazine

BUILDER magazine is the leading media brand for the housing industry. It reaches more than 114,000 industry professionals. This show home will be the 13th in the Builder Concept Home series, a fixture at the housing industry's annual convention since 1998. BUILDER magazine is owned and produced by Hanley Wood. Visit www.builder.com.

Hanley Wood, publisher of BUILDER is a leading business-to-business media company focused on the residential and commercial construction and design industries. The company produces magazines, Web sites, e-newsletters, exhibitions and conferences, custom marketing, data services and house plans. Visit www.hanleywood.com.

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 Los Angeles-based 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 home designs and communities meet the needs of first-time, move-up and active adult homebuyers. KB Home was named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year, and ranked #1 for "Innovation" among homebuilders. 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.

About Martha Stewart Living Omnimedia

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 website provides

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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 the Emmy-winning, daily television series, "The Martha Stewart Show," and other original programming on Hallmark Channel, including "Mad Hungry with Lucinda Scala Quinn" and "Whatever with Alexis & Jennifer." Broadcasting also encompasses 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, the *Martha Stewart Living* line of home-improvement products at The Home Depot, *Martha Stewart Crafts* with EK Success at Michaels and independent retailers, the *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 website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

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