



# News Release



**FOR IMMEDIATE RELEASE**

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## **KB HOME COMPLETES THE FIRST WATERSENSE LABELED NEW HOMES IN THE NATION**

**SACRAMENTO, Calif. (November 23, 2010)** – KB Home, in partnership with the U.S. Environmental Protection Agency (EPA) and the City of Roseville, today announced the first four homes in the nation to earn the WaterSense® label. All homes built in KB Home's new Springwood community will be constructed to the WaterSense criteria and KB Home plans for the community to be the first in the nation in which every home has been certified to meet EPA's specification for water-efficient new homes. When complete, KB Home's Springwood, located just east of Sacramento in Roseville, California, will be the first of three communities across the country in which KB Home will build new homes to these guidelines.

Each WaterSense labeled new home is independently inspected and certified to ensure EPA criteria are met for both water efficiency and performance. A WaterSense labeled new home built in one of KB Home's communities is designed to use 20 percent less water than a typical new home inside and out.

"KB Home has been a good partner for us in building new homes that are more environmentally friendly, first by embracing the EPA's ENERGY STAR for Homes program, and now by implementing this new WaterSense for New Homes," said EPA Assistant Administrator for the Office of Water, Peter S. Silva. "We're pleased that KB Home is leading the industry by example by pledging to become the first national homebuilder to incorporate these water-saving standards into their new homes."

According to EPA, residential water use accounts for more than half of publicly supplied water consumption in the United States. The WaterSense program provides a blueprint for homes that helps homeowners save water and energy, which, in turn, lowers their utility bills.

"Homes in Springwood include WaterSense labeled plumbing products, water-efficient fixtures and landscape design, as well as an on-demand hot water system that reduces the amount of time and energy needed to deliver hot water throughout the home," said

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Jeffrey Mezger, president and chief executive officer, KB Home. "KB Home is proud to offer these new money saving features at no added cost to our homebuyers in Roseville and will shortly be announcing the expansion of this program to communities in Austin, Texas and Orlando, Florida."

"The City of Roseville has made the advancement of green initiatives like the WaterSense for new homes program, a priority" said Mayor Gina Garbolino. "We are proud that our residents will be among the first to benefit from these homes designed to conserve water and we will continue to partner with forward-thinking organizations and companies like KB Home to help drive innovation in our great city."

EPA estimates that if the approximately 500,000 new homes built last year had met WaterSense criteria, the homes would save Americans five billion gallons of water and more than \$50 million in utility bills annually.

KB Home was also the first builder in the United States to build all of its newly opened communities to ENERGY STAR<sup>®</sup> guidelines. In addition to being WaterSense labeled, the new homes in Springwood are also ENERGY STAR qualified, meaning they are engineered to heat and cool efficiently, use less energy, and provide energy utility cost savings for homebuyers. According to the EPA and the Department of Energy, new home construction compliant with today's ENERGY STAR guidelines are up to 45% more efficient than homes built as recently as the 1990s.

### **About WaterSense**

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation and builder partners, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

### **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<sup>™</sup> 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<sup>®</sup> 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](http://www.kbhome.com)

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