



News Release



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For more information contact:

Craig LeMessurier, KB Home

925-750-6237 or clemessurier@kbhome.com

SURVEY SAYS . . .

“KB HOME HOMEOWNERS SPEND \$85 A MONTH ON ENERGY BILLS”

Pilot study shows owners of a new energy-efficient KB home achieve substantial annual energy cost savings

LOS ANGELES (December 16, 2010) – [KB Home](#) (NYSE: KBH), one of America’s premier homebuilders, today announced the initial results of a pilot study aimed at measuring the gas and electric utility cost savings associated with owning and operating an energy-efficient KB home versus other neighboring homes in Southern California.

While individual homeowner energy usage and costs varied, KB Home’s pilot study found that, on average, the combined gas and electric expenditures for an [ENERGY STAR® qualified KB home](#) were approximately \$85 a month, or \$1,020 a year. In contrast, the 2008 American Community Survey, a study performed by U.S. Census Bureau, found that, on average, homeowners living in the same area reported spending about \$195 a month or \$2,340 a year on gas and electric bills. KB Home is planning to conduct similar research in every market in which it builds.

“The results of this research allow us to quantify the actual financial benefits of owning a new, energy-efficient KB home in a way that is very meaningful to our customers,” said Jeffrey Mezger, president and chief executive officer of KB Home. “Today’s homebuyers care about the environment and they care about saving money. With this kind of real world data, we can better inform our buyers about the potential utility cost savings they can achieve.”

KB Home has built over [60,000 ENERGY STAR® qualified homes](#) in the United States. The company was the first homebuilder to construct all of its new communities to this standard and does so at no additional cost to its buyers.

“ENERGY STAR qualified homes provide several benefits to consumers including the opportunity to save money and help protect the environment,” said Sam Rashkin, National Director of ENERGY STAR for Homes, U.S. Environmental Protection Agency (EPA). “I commend KB Home’s efforts as the findings derived from the pilot study will give home buyers solid reasons to conserve energy and will allow them to more precisely quantify savings on utility bills.”

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The pilot study involved a sample of approximately 50 KB Home homeowners in Riverside County, California who had purchased an ENERGY STAR qualified KB home and lived in the home for at least one year. Homes in the study included three or four bedrooms. In cooperation with local utility companies, the participating homeowners agreed to voluntarily share their monthly gas and electric utility bills with KB Home researchers, covering a period from June 2009 to July 2010.

The 2008 American Community Survey data used as a comparison also looked at costs associated with a three to four bedroom home. The survey included 2,550 residents living in Riverside County, California. Further research is required to determine if similar savings can be achieved in other areas or by other homeowners.

KB Home designs and constructs its homes to be among the most energy-efficient on the market today. The EPA has strict requirements for a home to qualify for an ENERGY STAR label. Each home must include well-insulated floors, walls and attics, properly-sealed duct systems, and energy-efficient appliances, windows and heating and cooling equipment. Additionally, every ENERGY STAR home must be tested and certified by an independent, third-party inspector to help ensure that the home meets the EPA's rigorous energy-efficiency standards.

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.

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