



News Release



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KB HOME'S GIFT TO YOU: A NEW STANDARD FEATURE TO HELP LOWER YOUR UTILITY BILLS

Radiant barrier roof sheathing now built in to every KB home at no added cost

LOS ANGELES (December 21, 2010) – Instead of a new sweater, tie or membership in a fruit of the month club, [KB Home](#) (NYSE: KBH) is giving its homebuyers the gift of energy-efficiency at no extra cost when they purchase a new Built to Order home at any of its communities across the U.S. All of its homes in new communities are built to the energy-efficient and money-saving [ENERGY STAR®](#) guidelines and already include features like low-E windows, ENERGY STAR appliances and programmable thermostats at no additional cost. The newest feature now included in every KB home at no extra cost is LP's TechShield radiant barrier roof sheathing.

LP's TechShield Radiant Barrier sheathing helps block the sun's radiant heat from entering the attic through the roof. This can lower attic temperatures by as much as 30 degrees in the summer and can help reduce the load on the home's HVAC system. Having this sheathing included can save homeowners up to 17 percent on monthly cooling bills.

"It is often the things you can't see in a new home that make the most difference when it comes to energy efficiency," said Jeffrey Mezger, president and chief executive officer of KB Home. "Including LP's TechShield radiant barrier sheathing in our attics at no added cost to our homebuyers is just one more way we are helping them save money and our environment."

"LP TechShield sheathing is an easy and effective way where builders can increase the energy performance of a new home," said Judy Musgrove of LP Building Products. "We applaud KB Home for becoming the first national builder to make this product a standard feature of all its new homes and for taking a leading role in educating consumers about its energy and money-saving benefits."

KB Home is a leader in delivering quality [Built to Order](#) homes while reducing the impact its homes and homeowners have on the environment. Offering products like LP's

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TechShield Radiant Barrier sheathing as a standard feature in all of its homes, pioneering the U.S. EPA's WaterSense for New Homes program and participating in projects like Builder Magazine's 2011 Concept Home all reflect the company's desire to lead the industry by example. For more information about all of KB Home's sustainability and environmental efforts, visit www.kbhome.com/myhomemyearth.

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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