



# News release

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**KB HOME INTRODUCES NEW COMPANY TAGLINE**  
***“it’s all yours<sup>SM</sup>” Promotes Choice Among New Home Buyers***

**LOS ANGELES, (February 14, 2005)** – KB Home (NYSE: KBH), one of America’s premier homebuilders, today announced plans to rollout its new company-wide tagline:

**“it’s all yours<sup>SM</sup>”**

The new tagline will be incorporated into KB Home’s advertising and display materials, as well as on its website at kbhome.com.

The new tagline reinforces KB Home as a homebuilding leader with a focus squarely on its buyers. “it’s all yours<sup>SM</sup>” also underscores each decision a homebuyer makes when purchasing a new home, whether it’s the ideal community to live in, the architectural style of a home or design choices at KB Home Studio.

“Our new tagline, ‘it’s all yours<sup>SM</sup>,’ is a clear description of the choice and personalization each homebuyer receives during the homebuilding process at KB Home,” said KB Home Chairman and Chief Executive Officer Bruce Karatz. “We build homes to fit all lifestyles and take great pride in the customization we offer to fit those lifestyles. We often point out that our customers do not buy our homes, but rather, we build them their homes.”

In a study conducted in 2003, KB Home garnered the highest level of total brand awareness of any homebuilder in the markets where it builds. KB Home has partnered with highly recognized consumer brands for national promotions that’s created huge buzz, including:

- Building a new home for a deserving family in front of 20 million viewers on ABC’s hit show “Extreme Makeover: Home Edition.”
- Constructing a single-family home in the heart of New York City for the “Regis and Kelly KB Home Giveaway.”
- Creating a life-size replica of “The Simpsons” animated cartoon house in Las Vegas with FOX and Pepsi.
- Partnering with Krispy Kreme, Clifford the Big Red Dog, In-N-Out Burger, Pokémon and others for cross promotional marketing.

**-more-**

**It's All Yours<sup>sm</sup>**

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KB Home offers consumers websites in English and Spanish (kbhome.com and kbcasa.com) as well as an industry-leading customer information center staffed with licensed real estate professionals at 888-KB-HOMES and 888-KB-CASAS.

### **About KB Home**

Building homes for nearly half a century, KB Home is one of America's premier homebuilders with domestic operating divisions in some of the fastest-growing regions and states: West Coast—California; Southwest—Arizona, Nevada and New Mexico; Central—Colorado, Illinois, Indiana and Texas; and Southeast—Florida, Georgia, North Carolina and South Carolina. Kaufman & Broad S.A., the Company's publicly-traded subsidiary, is one of the largest homebuilders in France. In fiscal 2004, the Company delivered homes to 31,646 families in the United States and France. It also operates a full-service mortgage company for the convenience of its buyers. Founded in 1957, and winner of the 2004 American Business Award for Best Overall Company, KB Home 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, call 888-KB-HOMES or visit <http://www.kbhome.com>.

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