



# News Release



**FOR IMMEDIATE RELEASE**

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## **KB HOME'S NATIONAL LAUNCH OF THE OPEN SERIES™ LINE OF HOMES IS UNDERWAY**

**New customizable, energy-efficient homes  
are designed to make homeownership affordable**

**LOS ANGELES (March 5, 2009)** – KB Home (NYSE: KBH), one of America's largest homebuilders, is pleased to announce that its nationwide rollout of The Open Series™ is underway in every division across the country. The Open Series is a new line of homes expressly designed and engineered to bring affordability and flexibility back to today's housing market.

The Open Series reflects smart, lifestyle-oriented design based on extensive research with homebuyers across the country. These studies reveal that today's buyers are looking for flexible floor plans that give them the power to add or subtract bedrooms, multi-use spaces and storage areas. The Open Series enables homebuyers to add up to 40% more living space to the base model of a home on the same lot, with open floor plans that bathe the home in natural light and create a seamless, energetic flow between living spaces. These home designs are affordably priced to compete with resale and foreclosure homes.

"This new line of homes takes our Built to Order™ homebuying experience to the next level," said Jeffrey Mezger, president and chief executive officer of KB Home. "With The Open Series, we are going beyond offering our buyers choices on design elements such as flooring and countertops to giving them a say in the floor plan layout itself. The result is a line of beautiful, functional homes that give buyers exactly what they want and can afford in a new home, and nothing they do not need. We are proud to offer these new homes that provide the ultimate in value and choice to today's homebuyers."

All of The Open Series homes are Built to Order, providing buyers a level of choice in designing their new homes that was previously available only with high-end custom homes. The Built to Order experience, in which buyers choose from a variety of brand-name design options at the KB Home Studio, ensures KB Home homebuyers move into a home that reflects their personal taste and lifestyle, as well as their budget.

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In addition, The Open Series homes are built to exacting ENERGY STAR® guidelines, making them among the most energy-efficient new homes available today. According to the Department of Energy and the Environmental Protection Agency, these homes are as much as 45% more energy-efficient than homes built even a decade ago, reducing the cost of homeownership for years to come.

Consistent with KB Home's standing as one of a select group of builders to achieve national certification through the NAHB Research Center's National Housing Quality program, The Open Series homes are built using high quality materials and components and are backed by KB Home's 10-Year Limited Warranty. KB Home homebuyers, the majority of whom are buying a home for the first time, appreciate the peace of mind that comes from working with a Company that has been building quality homes for more than 50 years.

"The Open Series designs are based on our relentless focus on the needs and desires of our customers," said Mezger. "This winning combination of affordability, flexibility and energy efficiency is exactly what today's homebuyers are looking for in a new home."

Visit [www.kbhome.com](http://www.kbhome.com) or call 888-KB-HOMES to learn more about The Open Series.

### **About KB Home**

KB Home, one of the nation's leading homebuilders, has delivered hundreds of thousands of quality homes for families since its founding in 1957. The 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 homes and communities meet the needs of first-time homebuyers with flexible designs that also appeal to move-up buyers and active adults. Los Angeles-based KB Home was named the #1 homebuilder on FORTUNE® magazine's 2009 "World's Most Admired Companies" list for the second year in a row. 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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