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**KB HOME AND DISNEY BRING IMAGINATION TO LIFE WITH
ALL-NEW *DISNEY DREAM ROOMS***

Complete Disney-themed bedroom designs exclusively available at KB Home Studios

LOS ANGELES and GLENDALE, Calif. (March 11, 2009) — KB Home (NYSE: KBH), one of the nation's largest homebuilders, and Disney Consumer Products have launched a new series of imaginative Disney-themed bedroom designs, exclusively available to KB Home homebuyers. The *Disney Dream Rooms* enable buyers to create a personalized bedroom inspired by renowned Disney franchises: *Classic Pooh*, *Disney Princess*, Disney*Pixar *Cars*, and *Hannah Montana™*.

The *Disney Dream Rooms* continue the collaboration of KB Home and Disney since the fall of 2007 to create an opportunity for the young and young at heart to live among the Disney characters and stories they love most. Packages include Disney-inspired design elements such as exclusive paint colors, carpet, window treatments, lighting fixtures, closet doors, chair rails, and other decorative touches such as wall graphics and stenciling. To celebrate the arrival of the *Disney Dream Rooms*, an all-new video is posted at www.YouTube.com/KBHomeMedia that illustrates the fun and excitement every family will feel in their personalized version of *Disney Dream Rooms*.

"KB Home's mission is to bring the dream of home ownership to life for families across the country. Now, we can help them create their very own *Disney Dream Rooms* in their dream home," said Jeffrey Mezger, president and chief executive officer of KB Home. "These magical Disney-themed rooms – filled with wonderful features exclusive to KB Home – add something truly special to their Built to Order™ new home."

Part of Disney Consumer Products, Disney Home is an industry leader in home furnishings, décor and accessories and brought that product expertise to the *Disney Dream Room* packages:

- The *Hannah Montana Hangout* room is inspired by the hit Disney Channel series and arrives in time for the theatrical release of *Hannah Montana The Movie* in April starring Miley Cyrus. The room features bold paint colors, butterflies and a beaded chandelier to reflect Hannah's eclectic taste and style.
- The *Cars Revved-Up Room* is inspired by Disney*Pixar's smash hit film *Cars* and the characters most recently seen in the *Cars Toons* animated shorts on Disney Channel. The room features a custom carpet design with tire tracks woven into it, as if Lightning McQueen himself has been zigzagging across the floor.
- The *Princess Palace* celebrates the Disney Princess franchise including Cinderella, Sleeping Beauty and the first Disney Princess fairytale, *Snow White and the Seven Dwarfs*, which releases from the Disney Vault on Blu-ray hi-def and DVD this fall. With a fresh and sweetly regal design perfect for girls of all ages, the tiara-embossed carpet, jeweled chandelier and other details will help every little girl feel like a princess in this room.
- The *Pooh Corner* room brings to life one of Disney's most endearing characters, everyone's favorite lovable and cuddly bear from the Hundred Acre Wood, Winnie the Pooh. In shades of calming green with nature-inspired design touches on the lighting, carpet and window treatments, mom, dad, children and infants alike will find this room to be a restful retreat.

"This collaboration will bring an exclusively-designed Disney Home experience directly into the new homes of Disney fans," said Pamela Lifford, executive vice president, global fashion and home for Disney

Consumer Products. "The *Disney Dream Rooms* provide the perfect décor for every age from infant to tween, making it easier than ever to make Disney dreams come true."

KB Home homebuyers can order these turn-key bedroom design packages to be built into their new homes at KB Home Studios, the retail-like design centers where buyers select options to personalize their new homes. The affordable *Disney Dream Room* packages can be financed as part of the purchase price of the home. In addition, buyers who choose any *Disney Dream Room* will also receive a matching bedding set to complete the room's décor as a housewarming gift from KB Home.

The new *Disney Dream Rooms* are currently being modeled in many KB Home communities across the country. Homebuyers can visit www.kbhome.com or call 888-KB-HOMES for more information.

Note to Editors: Photos available at www.kbhome.com. B-Roll available upon request. View a video featuring the new *Disney Dream Rooms* at www.YouTube.com/KBHomeMedia.

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.

About Disney Consumer Products

Disney Consumer Products and affiliates (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home décor and books and magazines to foods and beverages, stationery, electronics and fine art. This is accomplished through DCP's various lines of business which include: Disney Toys, Disney Fashion and Home, Disney Food, Health & Beauty, and Disney Stationery. Other businesses involved in Disney's consumer products sales are Disney Publishing Worldwide, the world's largest publisher of children's books and magazines, and www.disneyshopping.com, the company's official shopping portal. The Disney Stores retail chain, which debuted in 1987, is owned and operated by Disney in North America and Europe. The Disney Stores chain in Japan is operated under a license agreement with Disney. For more information, please visit www.disneyconsumerproducts.com.

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