



News release

For Immediate Release

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KB Home Ranked on *Fortune's* list of America's Most Admired Companies

LOS ANGELES (March 1, 2005) – KB Home (NYSE: KBH), one of the nation's premier homebuilders, ranked third in the industry on *Fortune* magazine's 23rd annual list of America's Most Admired Companies. KB Home had the most improved score of any homebuilder this year, jumping from tenth place last year. The complete list will be featured in the March 7 issue of *Fortune* magazine.

To determine the list, *Fortune* and its survey partner, Hay Group, asked the top managers at 582 companies (the largest by revenues in each sector) to judge their competition. In total, 10,000 CEOs, executives, directors, and securities analysts rated the companies in their industry on eight attributes.

KB Home ranked second among homebuilders for Innovation, Use of Corporate Assets and Social Responsibility, three of the eight key attributes of reputation used to determine scores. KB Home's score also reflects its strong performance in Employee Talent, Quality of Management, Financial Soundness, Long-Term Investment and Quality of Product/Service.

"This prestigious recognition reinforces the hard work of everyone at KB Home who is committed to providing quality and choice to our homebuyers, strong financial performance to our shareholders, and meaningful contributions to the communities in which we build," said KB Home Chairman and CEO Bruce Karatz.

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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