



News Release



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KB HOME CELEBRATES EARTH DAY 2009

Visit any participating KB Home community to receive FREE movie tickets to EARTH, the first film from Disneynature, and enter to win a trip for four within the continental U.S.

LOS ANGELES (April 17, 2009) – KB Home (NYSE: KBH), one of America's largest homebuilders, is teaming up with Disney to celebrate Earth Day. Visitors to any participating KB Home community from April 18-26, 2009 will receive two flyers redeemable online for free movie tickets, while supplies last, to EARTH, the first motion picture from The Walt Disney Company's new film label Disneynature. EARTH opens in theaters on Earth Day, April 22, 2009, and Disneynature is planting a tree in honor of every moviegoer who sees the movie in its opening week.

To celebrate Earth Day and the natural beauty of the world, KB Home is also hosting a sweepstakes from April 18-26, 2009 in which KB Home shoppers from across the country can enter to win an airfare and hotel package for four within the continental U.S. offered through NWA WorldVacations. The package would provide the winner an opportunity to see some of the amazing parts of the U.S., such as the purple sunsets and desert landscapes of Arizona or the wide beaches of California and Florida.

"We're pleased to support this new film from Disneynature, and to help shoppers celebrate Earth Day and learn more about the steps KB Home is taking to make our homes more environmentally friendly," said Wendy Marlett, senior vice president of sales, marketing and communications for KB Home.

All new KB Home communities opening in 2009 feature homes built to the U.S. Environmental Protection Agency's strict ENERGY STAR® guidelines, making them up to 45% more efficient than homes built as recently as 10 years ago. In addition, because each KB home is Built to Order™, buyers can choose to incorporate even more eco-friendly options into their new homes through the Company's *My Home. My Earth.*® program. "Our homebuyers are very environmentally conscious," continued Marlett.

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“When they buy a new KB home, they can have confidence that their new home will help provide for a reduced carbon footprint and lower monthly utility bills as compared to other new or resale homes.”

The first film in the Disneynature series, EARTH, narrated by James Earl Jones, tells the remarkable story of three animal families and their amazing journeys across the planet we all call home. EARTH combines rare action, unimaginable scale and impossible locations by capturing the most intimate moments of our planet’s wildest and most elusive creatures. Directors Alastair Fothergill and Mark Linfield, the acclaimed creative team behind the Emmy Award®-winning “Planet Earth,” combine forces again to bring this epic adventure to the big screen, beginning Earth Day, April 22, 2009.

Disney's goal is to ensure that the trees that are planted are in areas that conservationists have identified as important hot spots of biodiversity. Disney will oversee the planting of the trees in the Brazilian Atlantic Forest, which is considered the most endangered rain forest in the world. Today, only seven percent of the Atlantic Forest remains. Disney is committed to ensuring the trees are planted and cared for to provide the greatest long term benefit for the planet.

KB Home’s Earth Day movie ticket giveaway is part of the latest collaboration between KB Home and Disney since the recent launch of the all-new *Disney Dream Rooms*, an exclusive line of Disney-themed children’s bedroom designs, available only to KB Home homebuyers.

For more information on KB Home’s environmental initiatives, visit the *My Home. My Earth.* section of KB Home’s website, www.kbhome.com. To view KB Home’s sustainability report, go to www.kbhome.com/sustainability.

For more information on EARTH from Disneynature, visit www.Disney.com/EARTH.

Sweepstakes: NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Must be legal U.S. resident, 18 or older, of AZ, CA, CO, FL, GA, IL, LA, MD, NC, NM, NV, SC, TX, VA or WI. Maximum value of airfare and hotel package for four is \$2,400. For details on restrictions, qualifications and conditions, or for alternate means of entry, see Official Rules at sales offices in participating KB Home communities or send a self-addressed stamped envelope to Sweepstakes Rules, c/o KB Home, 3037 Independence Dr., Suite i, Livermore, CA 94551.

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

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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. This marks the second year in a row and the third time in the past four years that KB Home has achieved the top ranking. 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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