



News Release



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KB HOME TO PRE-WIRE HOMES FOR ELECTRIC VEHICLES

New earth-friendly option available nationwide allows for easy at-home charging of electric or plug-in hybrid vehicles

LOS ANGELES (March 9, 2010) – KB Home, one of America’s premier homebuilders, today announced that it will begin offering an option to pre-wire its new Built to Order™ homes to accommodate charging stations for homeowners’ electric vehicles. This new earth-friendly option is designed to ease the future installation of a station to charge an electric or plug-in hybrid vehicle conveniently at home. The pre-wire option is now available to KB Home homebuyers nationwide.

“KB Home is building new homes that are relevant to the way homebuyers are living – now and in the future,” said Jeffrey Mezger, president and chief executive officer of KB Home. “This is just one of many innovative and earth-friendly options that homeowners can choose from as part of KB Home’s Built to Order experience. It’s a great feature for homebuyers who currently drive electric cars, or for those who want to build their new home to accommodate these cars in the future.”

The Rocky Mountain Institute, a nonprofit organization whose mission is to drive the efficient and restorative use of resources, recently launched *Project Get Ready*, a program that aims to help communities prepare for and support plug-in vehicles.

“It is critical for the mass adoption of electric vehicles to have companies like KB Home leading the industry by offering this pre-wire option, as the majority of electric vehicle charging will be done at home overnight,” said Matt Mattila, Project Manager for *Project Get Ready*. “Not only is it convenient, but when managed correctly, charging overnight, at home, will put less strain on the grid than opportunity day-time charging at public charging stations.”

KB Home is continually surveying the market to better understand what homebuyers are looking for in a home. Based on this process, the homebuilder has been proactive in incorporating energy-efficient and earth-friendly features that save buyers money, including building all new home communities to strict ENERGY STAR® guidelines.

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KB Home's Built to Order approach also makes it possible for homebuyers to incorporate even more earth-friendly products into their new homes. At the KB Home Studio, the Company is working to educate buyers about ways they can further lower their energy bills and reduce their consumption of natural resources by choosing options from the Company's *My Home. My Earth.*® program.

About KB Home

KB Home, one of the nation's premier homebuilders, has delivered over half a million 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. 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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