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**KB HOME BECOMES FIRST BUILDER IN FLORIDA TO BE AWARDED NHQ  
CERTIFICATION FOR EXCEPTIONAL QUALITY AND CUSTOMER SATISFACTION**

**Landmark NHQ Certified Builder Program Provides  
Third-Party Certification That Focuses on Customer Satisfaction**

**November 28, 2005, Upper Marlboro, Md.**—The NAHB Research Center today announced the National Housing Quality (NHQ) Certification of KB Home (NYSE: KBH) Jacksonville, Orlando and Tampa divisions. KB Home earned the designation of being the first home builder in Florida to be certified, following a rigorous NAHB Research Center audit of the implementation of their quality assurance systems of its Jacksonville, Orlando and Tampa divisions. These three KB Home divisions join the elite group of builders across the nation who have successfully completed the distinguished NHQ Certified Builder program since its launch in early 2005, including several other KB Home divisions across the country. Additional KB Home divisions participating in the program are working toward certification by the end of the year.

Formally launched at the 2005 International Builders' Show, the NHQ Certified Builder program is designed to increase efficiency and consistency in building practices. The program provides a rigorous and complete review of a builders business practices, and ensures that all elements of the company's quality assurance system are incorporated to provide greater customer satisfaction. To achieve certification, KB Home conducted field and office training to implement their quality program, work more efficiently with their trade contractors, and maintain the continuous improvement efforts required by all NHQ Programs.

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## **KB HOME CERTIFIED IN FLORIDA FOR QUALITY ASSURANCE**

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NAHB Research Center president Michael Luzier said, “I am excited about how the NHQ Certified Builder program is developing and would like to thank KB Home’s Jacksonville, Orlando and Tampa divisions for taking part in it. They are industry leaders whose partnership continues to be a vital part of program development and the evolution of quality assurance in home building. I am confident that the implementation of this landmark program will bring about greater efficiencies for participating builders and even higher rates of customer satisfaction.”

### **KB Home – Committed to Quality Construction and Satisfied Customers**

Since entering the Florida market in 2001, KB Home has delivered more than 10,000 homes throughout the state. Even with its impressive production numbers, KB Home remains focused on more than just building homes; customer service excellence is a top priority for the company. In fact, in 2004, homebuyers nationwide gave their seal of approval by rating their satisfaction with KB Home’s customer service at more than 97 percent.

“KB Home has worked hard to build a solid reputation for delivering quality homes, superior choice and customer services to homebuyers throughout Florida,” said Buddy Goodwin, Florida Regional General Manager for KB Home. “Becoming the first builder in Florida to complete the NHQ program is a great accomplishment and further enhances our ability to deliver on our promise to homebuyers throughout the state.”

KB Home has been a pioneer in quality assurance in the home building industry. In November 2003, KB Home Chairman and CEO Bruce Karatz announced that the company would become the first large builder in the country to implement the NHQ Certified Trade Contractor program nationwide. A partnership that will serve to provide greater efficiency, consistency, and effectiveness to the benefit of KB Home’s customers. As a result of program implementation, all of KB Home trades are required to complete quality assurance management training, and are on their way towards achieving NHQ certification.

**About the National Housing Quality Program:** The NAHB Research Center launched the NHQ Program in 1993. The NHQ Program has introduced many of the concepts of the worldwide quality revolution to home building and remodeling, and provides numerous opportunities for collaboration among the various industry stakeholders. NHQ activities include the Certified Builder Program, Certified Trade Contractor Program, Manufacturer Training Certification program, and co-sponsorship of the National Housing Quality Award Program. Builders interested in starting on the path to quality certification can visit [www.nahbrc.org/quality](http://www.nahbrc.org/quality), email [quality@nahbrc.org](mailto:quality@nahbrc.org), or call Rita Knab, NHQ program coordinator, at (800) 638-8556, ext. 6225.

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**ABOUT THE NAHB RESEARCH CENTER:** Located in Upper Marlboro, Md., the NAHB Research Center promotes innovation in housing technology to improve the quality, durability, affordability, and environmental performance of homes and home building products. Created over 40 years ago as a subsidiary of the National Association of Home Builders (NAHB), the NAHB Research Center has established itself as the source for reliable, objective information and research on housing construction and development issues. Through its various testing and certification services, the Research Center seal is internationally-recognized as a mark of product quality and an assurance of product performance.

**NOTE TO EDITORS ON STYLE USAGE:** To identify this company and its work correctly, first reference should be "NAHB Research Center." If clarification of the acronym is necessary, the phrase, "a subsidiary of the National Association of Home Builders (NAHB)," can follow. In subsequent mentions, "Research Center" is the only acceptable and accurate alternative reference.

**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, Maryland, North Carolina, South Carolina and Virginia. Kaufman & Broad S.A., the Company's publicly-traded French 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. KB Home also offers complete mortgage services through Countrywide KB Home Loans, a joint venture with Countrywide Financial Corporation. 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>.