



# News Release



**FOR IMMEDIATE RELEASE**

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## **KB HOME NAMED TO FORTUNE MAGAZINE'S 2010 LIST OF THE WORLD'S MOST ADMIRED COMPANIES**

### **Company ranks #1 in "Innovation" among its peers**

**LOS ANGELES (March 22, 2010)** — KB Home today announced that it has been named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year. The World's Most Admired Companies list is determined by results of surveys given to executives, directors and analysts who rate companies in their own industry on nine criteria. KB Home ranked #1 for "Innovation" among homebuilders.

"The entire KB Home team is truly honored to receive this prestigious industry recognition for the sixth year in a row," said Jeffrey Mezger, president and chief executive officer of KB Home. "We are particularly pleased to be ranked #1 in 'Innovation' among homebuilders and recognized for the many proactive and forward-thinking initiatives undertaken in the last year, most notably our product transformation, including our new home designs from The Open Series™ as well as our proprietary Built to Order™ customer experience. We feel very fortunate to deliver the American dream of a quality KB home to thousands of families across the country each year."

FORTUNE magazine's World's Most Admired Companies list is the definitive report card on corporate reputations. To compile this year's list, a total of 667 companies from 33 countries were surveyed. The complete list and more information on the rankings are available in the March 22, 2010 issue of FORTUNE magazine and at [www.fortune.com](http://www.fortune.com).

#### **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 Los Angeles-based 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 home designs and communities meet the needs of first-time, move-up and active adult homebuyers. KB Home was named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year, and ranked #1 for "Innovation" among homebuilders. 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](http://www.kbhome.com).

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