



## **KB Home Ranks in Top Three in Customer Satisfaction in Los Angeles/Ventura/Bakersfield According to J.D. Power and Associates Study**

LOS ANGELES, Sep 15, 2009 (BUSINESS WIRE) -- KB Home (NYSE: KBH), one of America's premier homebuilders, today announced it ranked in the Top 3 in customer satisfaction among homebuyers in the Los Angeles/Ventura/Bakersfield market, according to the J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction Study<sup>SM</sup> released today. Of the nine factors that drive overall customer satisfaction, KB Home performed particularly well in price/value and home readiness.

Along with Los Angeles/Ventura/Bakersfield, KB Home's San Antonio, Jacksonville, Orlando, and Phoenix divisions each ranked in the top three in their respective markets. The independent nationwide study is based on responses from 26,231 buyers of newly constructed homes in 24 of the largest homebuilding markets in the U.S. who have lived in their homes from four to 18 months.

"Delivering high levels of customer satisfaction to our homebuyers is at the core of everything we do at KB Home, and this ranking reflects that ongoing commitment," said Steve Ruffner, president of KB Home's Southern California division. "We understand that buying a new home is not an ordinary purchase for our customers; it is an extraordinary event in their lives that deserves the best of what we have to offer as a company each and every day."

Other factors that drive overall customer satisfaction include: workmanship/materials, builder's warranty/customer service, price/value, builder's sales staff, construction manager, home readiness, recreational facilities, design center, and location.

KB Home is committed to providing customers with the highest level of satisfaction in every aspect of their Built to Order(TM) home buying experience. All new homes are backed by the company's 10-Year Limited Warranty. KB Home was also the first builder to achieve national certification in the NAHB Research Center's National Housing Quality (NHQ) program.

### **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(TM) 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(R) 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](http://www.kbhome.com).

### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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