



Milestones

from over half a century of homebuilding



2008

- KB Home releases its first sustainability report, outlining environmentally friendly accomplishments, ongoing challenges and commitments for the future.
- Eight KB Home divisions receive a 2008 ENERGY STAR® Leadership in Housing Award for building energy-efficient homes that help protect the environment.
- KB Home is ranked #1 Green Homebuilder by the prestigious investment firm Calvert Asset Management and the Boston College Institute for Responsible Investment.
- KB Home is ranked #1 homebuilder in FORTUNE® magazine's list of *America's Most Admired Companies*®. This marks the second time that KB Home has received this recognition, having also been ranked #1 in 2006.
- KB Home becomes the first builder to earn The National Association of Home Builders' National Housing Quality certification nationwide.

2007

- KB Home announces that it will build homes exclusively with ENERGY STAR qualified Whirlpool refrigerators, dishwashers and laundry appliances in 2008.
- KB Home and Martha Stewart Living Omnimedia, Inc. launch a line of Martha Stewart doors. This marks the first time in the companies' collaboration that they will offer an exclusive Martha Stewart product option to all KB Home homebuyers.
- KB Home and Disney announce a unique collaboration to offer exclusive Disney Home products to KB Home homebuyers in 2008.
- KB Home's River Garden community in New Orleans, LA, is visited by President George W. Bush on the second anniversary of Hurricane Katrina.
- KB Home elects Stephen F. Bollenbach the first non-executive chairman of the board.
- KB Home sells its shares in its French subsidiary Kaufman & Broad SA.
- Five KB Home divisions receive the EPA's ENERGY STAR award for commitment to energy-efficient construction and environmental protection.
- KB Home launches its *My Home. My Earth.*™ program dedicated to educating consumers on eco-friendly products available at KB Home Studios.
- KB Home/Martha Stewart communities open in seven new locations, including Perris, CA (Greater Los Angeles); Lancaster, CA (Northern Los Angeles); Katy, TX (Houston); Woodstock, GA (Atlanta); Denver, CO; Raleigh, NC; and Ormond Beach, FL.
- KB Home is recognized as *Builder and Developer* magazine's 2006 Builder of the Year.
- KB Home celebrates 50 years of building quality new homes.

2006

- Jeffrey Mezger is appointed President, Chief Executive Officer and Director of KB Home.
- Bruce Karatz retires after 34 years of service with KB Home.
- KB Home ranks first among homebuilders on FORTUNE® magazine's list of *America's Most Admired Companies*®.
- KB Home is the first and only national homebuilder to start construction on residential homes in Orleans Parish, LA, since Hurricane Katrina came ashore.
- KB Home ranks in the top three for customer satisfaction in California's Central Valley, San Antonio and San Diego, according to a J.D. Power and Associates study.

Media Contact: Corporate Communications
310.231.4142 | pr@kbhome.com | kbhome.com





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- New KB Home Studios open in Washington, DC; Irvine, CA; Orlando, FL; Phoenix, AZ; and Charleston and Columbia, SC.
- The kbhomeowner.com website is launched, providing homeowners with a resource to help maintain a home.
- KB Home announces its new contract to build Navy housing in Virginia and Maryland.
- KB Home unveils its first community created with Martha Stewart in Cary, NC—attracting thousands of visitors during its grand opening weekend and nearly selling out its first phase within weeks. A second community opens in Atlanta, GA, paralleling the success in NC.
- Seven divisions achieve The National Association of Home Builders' National Housing Quality certification for exceptional quality and customer satisfaction. As a result, more than 50 percent of KB Home divisions are NHQ certified.
- New KB Home Studios open in Fresno, CA, and Indianapolis, IN, with five more scheduled for later in the year.

2005

- KB Home establishes its Gulf Coast division and forms KB Home/Shaw Louisiana, LLC, a joint venture with Shaw Industries Group, Inc., to build new homes in Louisiana in the aftermath of hurricanes Katrina and Rita.
- KB Home and Martha Stewart Living Omnimedia, Inc. form a unique collaboration to design and build residential communities featuring homes inspired by Stewart's own homes in New York and Maine.
- KB Home creates its Mid-Atlantic division, expanding operations into Maryland and Virginia.
- KB Home ranks in the top three for customer satisfaction in Albuquerque, Austin, Houston and Las Vegas, according to a J.D. Power and Associates study.
- KB Home sells its mortgage subsidiary, KB Home Mortgage Company, to Countrywide Financial Corp. and forms Countrywide KB Home Loan, LLC, a joint venture with the lender.
- KB Home ranks third in the homebuilding industry on FORTUNE® magazine's list of *America's Most Admired Companies*®.

2004

- KB Home celebrates its 35th year on the New York Stock Exchange by ringing The Closing Bell® on Election Day.
- KB Home partners with *Extreme Makeover: Home Edition* to become one of the largest builders to participate in the show—building a new 3,200-sq.-ft. home in less than seven days for a deserving family in Las Vegas.
- KB Home's Austin division is ranked first for customer satisfaction by J.D. Power and Associates. The Houston, Las Vegas and Raleigh divisions are all ranked in the top three.
- KB Home is named "Best Overall Company" by the American Business Awards.
- KB Home enters the South Carolina market by acquiring Palmetto Traditional Homes.
- KB Home expands its presence in the Midwest with the acquisition of Dura Builders of Indiana.

2003

- KB Home is the first large homebuilder to commit to working only with trade partners certified through the National Association of Home Builders' National Housing Quality certification program—a rigorous, first-of-its kind program focused on consistent training and education among subcontractors.
- KB Home builds a 3,000-sq.-ft. home in the heart of New York City and gives away a new home during a highly successful nine-week promotion with ABC's top-rated *Live with Regis and Kelly*.
- KB Home acquires Colony Homes and enters the Charlotte, Raleigh and Atlanta markets. KB Home also acquires Chicago-based Zale Homes.
- KB Home expands in Florida with start-up divisions on the Treasure Coast and in Ft. Myers.



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2002

- KB Home increases its Florida presence with the ground-up start of its Tampa division.
- KB Home acquires Orlando-based American Heritage Homes and Tucson-based New World Homes.

2001

- KB Home offers homes “coast to coast” with entry into the Florida market through the acquisition of Jacksonville’s Trademark Home Builders.
- The successful KB2000 business model enters its next phase—KBnxt.
- KB Home, a new consumer-friendly name, is adopted by Kaufman and Broad to articulate its focus on the creation of personalized homes.
- Kaufman and Broad introduces Happy Home to markets across the country. The mascot represents KB Home at Grand Openings and community events, quickly becoming a crowd favorite.

2000

- Kaufman and Broad becomes a Fortune 500 company for the first time.
- Kaufman and Broad S.A., the company’s Paris-based French subsidiary, becomes the first homebuilder to trade on the Paris Bourse.
- Kaufman and Broad, in partnership with Henry Cisneros, forms American CityVista to create infill housing and build “villages within cities.”

1999

- Kaufman and Broad acquires Lewis Homes, becoming the largest homebuilder in Nevada.
- Kaufman and Broad completes the acquisition of Houston-based General Homes.

1998

- Kaufman and Broad becomes one of the largest homebuilders in Tucson, Denver and Houston through the acquisitions of Estes, Pridemark and Hallmark, respectively.
- Kaufman and Broad’s first new-home showroom opens in Santa Ana, CA, introducing the revolutionary concept that is now KB Home Studio.
- Kaufman and Broad launches the kbhome.com website.

1997

- Kaufman and Broad builds a life-size replica of the home from TV favorite *The Simpsons*, in Las Vegas, as part of a groundbreaking promotion with Fox Broadcasting and Pepsi.
- Kaufman and Broad establishes houseCALL at 888-KB-HOMES, providing a single point of access and revolutionizing customer service and research in the industry.
- Kaufman and Broad enters the Austin market and becomes the largest homebuilder in Texas.

1996

- Kaufman and Broad acquires Rayco and becomes the largest builder in San Antonio.
- Kaufman and Broad’s KB2000 business model is adopted, reversing the previous industry model by preselling homes and offering customers choice and value, while improving the company’s operating and financial performance.
- Kaufman and Broad enters the Dallas market.



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1995

- Kaufman and Broad becomes the largest homebuilder in New Mexico through the acquisition of Oppel Jenkins.

1993

- Kaufman and Broad begins building in Denver and Las Vegas.
- Bruce Karatz is elected chairman of the company's board of directors.

1986

- Kaufman and Broad Home Corporation (KBHC) is established independently of Kaufman and Broad, Inc. to focus on its core business: homebuilding. The original entity becomes what is now AIG SunAmerica.
- Bruce Karatz is named president and CEO.

1977

- Kaufman and Broad is the first homebuilder to reach the 100,000 homes mark.

1969

- Kaufman and Broad is the first homebuilder to trade on the New York Stock Exchange (NYSE: KBH).

1967

- Kaufman and Broad is the first U.S. homebuilder to build homes in France, and becomes one of that country's largest builders.

1965

- Kaufman and Broad becomes the largest homebuilder to offer financing for the convenience of its buyers by establishing International Mortgage (later renamed Kaufman and Broad Mortgage Company).

1963

- Kaufman and Broad builds its first homes in California and announces it will establish corporate headquarters in Los Angeles.

1962

- Kaufman and Broad begins building in Phoenix.

1961

- Kaufman and Broad is the first homebuilder to offer shares to the public.

1957

- KB Home is cofounded by Donald Kaufman and Eli Broad as Kaufman and Broad Building Company (later renamed Kaufman and Broad, Inc.) in Detroit to serve the entry-level housing market with homes that are well-designed and affordably priced.