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## **KB HOME RANKED #1 HOMEBUILDER ON FORTUNE MAGAZINE'S 2009 "WORLD'S MOST ADMIRED COMPANIES" LIST**

**2009 marks second year in a row that KB Home is #1 among its peers**

**LOS ANGELES (March 2, 2009)** — FORTUNE announced today that KB Home has been ranked the #1 homebuilder on the magazine's "World's Most Admired Companies" list. The full list and related stories appear in the March 16 issue of FORTUNE, available on newsstands on Monday, March 9th, and now at <http://money.cnn.com/magazines/fortune/mostadmired/2009>. The new "World's Most Admired Companies" list is the definitive report card on corporate reputations.

"For the second year in a row, KB Home is proud to join such an elite group of companies across all industries in receiving this tremendous honor, which truly represents the ultimate recognition of corporate character," said Jeffrey Mezger, president and chief executive officer of KB Home. "This is a tribute to our team's total dedication to quality, innovation and sustainability as we focus on meeting the needs of our customers, employees and shareholders. We know we must continue earning our reputation every day as we design and build affordable, beautiful and high-quality homes for families across the country."

FORTUNE's survey partners at Hay Group, a global management consulting firm, started with some 1,400 companies: the FORTUNE 1,000—the 1,000 largest U.S. companies ranked by revenue; non-U.S. companies in FORTUNE's Global 500 database with revenues of \$10 billion or more; and the top foreign companies operating in the U.S. They then sorted the companies by industry and selected the 15 largest for each international industry and the ten largest for each U.S. industry.

The survey covers 64 industries: 25 international industries and 39 primarily U.S.-market industries. To create the 64 industry lists, Hay Group asked executives, directors, and analysts to rate companies in their own industry on nine criteria, from investment value to social responsibility. This year only the best are listed: a company's score must rank in the top half of its industry survey.

**About FORTUNE**

FORTUNE is a global leader in business journalism with a worldwide circulation of more than 1 million and a readership of nearly 5 million, with major franchises including the FORTUNE 500 and the FORTUNE 100 Best Companies to Work For. FORTUNE Live Media extends the brand's mission into live settings, hosting a wide range of annual conferences, including the FORTUNE Global Forum. FORTUNE magazine's online home is CNNMoney.com, the most visited and utilized business destination website.

**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™ 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 for the second year in a row. 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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