



News release



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KB Home to Build Second Martha Stewart-inspired Community in Atlanta

ATLANTA – KB Home and Martha Stewart Living Omnimedia announced today a KB Home Martha Stewart-inspired residential community to be built in the historic city of Woodstock, Georgia. KB Home Wynchase: Homes Created with Martha Stewart is scheduled to open spring 2007. The community will be the second in the Atlanta area; Hampton Oaks opened in Fairburn, Georgia last July to huge success.

“The success of the Hampton Oaks community was the driving force in our decision to offer a second Martha Stewart community in the Atlanta area,” said Larry Lippincott, president of the KB Home Atlanta division.

Wynchase will offer 183 homes ranging in size from 2,700 to 3,800 square feet with prices anticipated to start in the high \$200’s. The homes will be similar to those in the KB Home Hampton Oaks: Homes Created with Martha Stewart community in Fairburn.

“Our research showed that the residents of North Atlanta would welcome these extraordinary homes in their neighborhood,” Lippincott said. “KB Home is excited to bring the distinctive style of Martha Stewart to Woodstock.”

The community will be situated within two miles of downtown Woodstock, the fastest growing city in Cherokee County. A pedestrian friendly city with a historic train depot, buildings dating back to 1879, brick-paved sidewalks, antique shops and tearooms, downtown Woodstock evokes a small town from another era. *Wynchase* families will also enjoy the 25-acre Dupree Park; located less than a mile from the community, the park offers several recreational facilities, a walking trail, a lake picnic area and a playground.

As with the homes in the *Hampton Oaks* community, the exteriors of the *Wynchase* homes will have characteristics from Martha Stewart’s homes. Martha’s influence is present in the interiors of the model homes as well, with specialized flooring, bathroom and kitchen fixtures, lighting, paint colors, cabinetry selections and other special touches such as distinctive mantles, shelving, molding and wainscoting all of which are

available to home buyers. Although homes do not come furnished, the model homes will contain furniture and decorative options from Martha Stewart Living Omnimedia.

KB Home and Martha Stewart Living Omnimedia currently have communities in Fairburn, Georgia (Hampton Oaks) and Cary, North Carolina (Twin Lakes) and have announced plans for Katy, Texas (WoodCreek Reserve); Perris, California (Olive Grove) and a second community in Raleigh, North Carolina (Wynbrooke).

Interested homebuyers can register for information on upcoming Martha Stewart communities at the KB Home website www.kbhome.com or by calling 1-888-KB-Homes.

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, Louisiana 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 leading homebuilders in France. In fiscal 2005, the Company delivered homes to 37,140 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 ranked the #1 homebuilder in *Fortune* Magazine's 2006 List of America's Most Admired Companies, 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>.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (MSLO) is a leading provider of original "how-to" information, inspiring and engaging consumers with unique lifestyle content and high-quality products. MSLO is organized into four business segments: Publishing, Broadcasting, Merchandising, and Internet. Martha Stewart Living Omnimedia, Inc. is listed on the New York Stock Exchange under the ticker symbol MSO. For more information visit <http://www.marthastewart.com>