



NEWS RELEASE

KB Home Announces the Grand Opening of Its Newest Community in Popular Princeton, Texas

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Princeton Estates offers personalized, spacious, new homes near outdoor recreation and highly rated Princeton schools, priced from the low \$300,000s.

DALLAS--(BUSINESS WIRE)-- KB Home (NYSE: KBH) today announced the grand opening of Princeton Estates, its latest new-home community in Princeton. These new homes are designed for the way people live today, with popular interior features like modern kitchens overlooking large great rooms, expansive bedroom suites with walk-in closets, and lofts. The community's one- and two-story floor plans feature up to six bedrooms and four baths.

What sets KB Home apart is the company's focus on building strong, personal relationships with every customer, so they have a real partner in the homebuying process. Every KB home is uniquely built for each customer, so no two KB homes are the same. Homebuyers have the ability to personalize their new home, from floor plans to exterior styles to where they live in the community. Their home comes to life in the KB Home Design Studio, a one-of-a-kind experience where customers get both expert advice and the opportunity to select from a wide range of design choices that fit their style and their budget. Reflecting the company's commitment to creating an exceptional homebuying experience, KB Home is the #1 customer-ranked national homebuilder based on homebuyer satisfaction surveys from a leading third-party review site.

"We are pleased to offer homebuyers in the Dallas area spacious new one- and two-story homes," said Marcia Dillon, President of KB Home's Dallas division. "Families will appreciate the community's desirable location near highly rated schools and a variety of outdoor recreation, entertainment and dining at Lake Lavon and historic

downtown McKinney Square. At KB Home, we're here to help you achieve your dream with a personalized new home built uniquely for you and your life."

Innovative design plays an essential role in every home KB builds. The company's floor plans inspire contemporary living, with a focus on roomy, light-filled spaces that have easy indoor/outdoor flow. KB homes are engineered to be highly energy and water efficient and include features that support healthier indoor environments. They are also designed to be ENERGY STAR® certified — a standard that fewer than 10% of new homes nationwide meet — offering greater comfort, well-being and utility cost savings than new homes without certification.

Princeton Estates is situated in a commuter-friendly location that offers homebuyers an exceptional lifestyle. Located off Boorman Road, the community provides easy access to US-380 and is just a short drive to Plano, Frisco, McKinney, north Dallas and major employers, including HP®, Frito-Lay® and Boeing. Residents will also enjoy the community's proximity to a variety of shopping and dining at Fairview Town Center and Allen Premium Outlets® and outdoor recreation at J.M. Caldwell Sr. Community Park, which offers sports courts, fields and a playground.

The Princeton sales office and model homes are open for walk-in visits and private in-person tours by appointment. Homebuyers also have the flexibility to arrange a live video tour with a sales counselor. Pricing begins from the low \$300,000s.

For more information on KB Home, call 888-KB-HOMES or visit kbhome.com.

About KB Home

KB Home is one of the largest and most recognized homebuilders in the United States, operating in 47 markets from coast to coast, and building over 680,000 quality homes in our more than 65-year history. What sets KB Home apart is our focus on building strong, personal relationships with every customer — from those buying their first home to experienced buyers — so they have a real partner in the homebuying process. No two KB homes are the same. That's because every home is uniquely built for each customer, at a price that fits their budget. As the leader in energy-efficient homebuilding, KB Home was the first national builder to make a broad commitment to building ENERGY STAR® certified homes, a standard that fewer than 10% of new homes nationwide meet, and KB Home has built more ENERGY STAR certified homes than any other builder. An energy-efficient KB home helps lower the cost of ownership and is designed to deliver greater comfort and well-being than new homes without certification. Reflecting the company's commitment to creating an exceptional homebuying experience, KB Home is the #1 customer-ranked national homebuilder based on homebuyer satisfaction surveys from a leading third-party review site. Learn more about how we build homes built on relationships by visiting kbhome.com.

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