



KB Home Announces the Grand Opening of Primrose

May 8, 2019

Builder debuts stylish two-story new homes in commuter friendly Inland Empire location; priced from the low-\$400,000s

RIVERSIDE, Calif.--(BUSINESS WIRE)--May 8, 2019-- KB Home (NYSE: KBH) today announced the grand opening of Primrose, its latest collection of new single-family homes in Riverside. Situated off Highway 91, Primrose is convenient to the Riverside-Downtown Metrolink® Station, as well as the Kaiser Permanente®Riverside Medical Center and University of California, Riverside. Prime shopping and dining establishments at Galleria at Tyler are within walking distance of the community.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190508005144/en/>



New KB homes now available in Riverside. (Photo: Business Wire)

At Primrose, KB Home will construct 63 two-story homes in three distinct floor plans. With up to five bedrooms and three baths, and ranging in size from approximately 1,700 to 2,100 square feet, the KB homes at Primrose feature desirable design characteristics like spacious great rooms, elegant master suites and ample storage. Pricing begins from the low-\$400,000s.

Primrose will feature several planned amenities, including a community pool, bocce ball court, tot lot and botanical garden. Nearby Arlington Heights Sports Park offers multiple sports courts and fields, and the 300-acre California Citrus State Historic Park boasts an open-air museum, walking trails and fruit tasting. Entertainment enthusiasts will revel in the community's proximity to a variety of family friendly venues, like Castle Park®, a carnival-style amusement park with live entertainment, GLO Mini Golf, which offers an arcade and ice cream bar, and the historic Van Buren Drive-In Theatre.

"With such an array of attractions and activities within a few minutes' drive, Primrose has a lot to offer," said John Fenn, president of KB Home's Inland Empire division. "We believe the opportunity to purchase a new and personalized home in such a convenient location will be enticing to buyers."

KB Home will host a grand opening celebration at Primrose, Saturday–Sunday, May 11–12, 10 a.m.–6 p.m., during which attendees may tour the two elegantly appointed model homes.

The KB homes at Primrose will be built to current ENERGY STAR® certification guidelines and include WaterSense® labeled faucets and fixtures, meaning they are designed to be more energy and water efficient than most typical new and resale homes available in the area. These energy- and water-saving features are estimated to save homebuyers between \$1,620 and \$1,944 a year in utility costs, depending on floor plan.

KB Home's distinct home building process allows buyers to personalize many aspects of their new home to suit their budget and style. After selecting their lot and floor plan, KB homebuyers can work with expert design consultants, who will guide them through every aspect of the process at the KB Home Design Studio, a retail-like showroom where they may select from a variety of design choices, including countertops, cabinets, lighting, appliances and window coverings.

The Primrose sales office is located at 3607 Muir Ave. in Riverside. From Hwy. 91, exit Van Buren Blvd. and head northwest. Turn left on Primrose Dr. and follow the signs to the sales center. The Primrose sales office is open, Mondays, 1–6 p.m., and Tuesdays through Sundays, 10 a.m.–6 p.m. For more information about Primrose or KB Home's other new-home neighborhoods, visit www.kbhome.com or call 888-KB-HOMES.

About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with more than 600,000 homes delivered since our founding in 1957. We operate in 38 markets in eight states, primarily serving first-time and first move-up homebuyers, as well as second move-up and active adults. We are differentiated in offering customers the ability to personalize what they value most in their home, from choosing their lot, floor plan, and exterior, to selecting design and décor choices in our KB Home Studios. In addition, our industry leadership in sustainability helps to lower the cost of

homeownership for our buyers compared to a typical resale home. We take a broad approach to sustainability, encompassing energy efficiency, water conservation, healthier indoor environments, smart home capabilities and waste reduction. KB Home is the first national builder to have earned awards under all of the U.S. EPA's homebuilder programs — ENERGY STAR®, WaterSense® and Indoor airPLUS®. We invite you to learn more about KB Home by visiting www.kbhome.com, calling 888-KB-HOMES, or connecting with us on [Facebook.com/KBHome](https://www.facebook.com/KBHome) or [Twitter.com/KBHome](https://www.twitter.com/KBHome).

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