

## FOR IMMEDIATE RELEASE

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## KB HOME WINS TECHOME BUILDER 2019 BRILLIANT HOME AWARD

**Recognizing KB Home's leadership in driving innovation in the homebuilding industry, the KB Home ProjeKt® was honored by TechHome Builder for creative application in new-home technology**

**LOS ANGELES (January 6, 2020)** – KB Home (NYSE:KBH) today announced that its **BUILDER KB Home ProjeKt: Where Tomorrow Lives™** concept home built in Las Vegas received the first-ever TechHome Brilliant Home Award presented by AE Ventures. This new award further demonstrates KB Home's leading position in the homebuilding industry in advancing innovative products and services that can improve the way consumers live. The KB Home ProjeKt was recognized for its creative application in both utilizing smart and connected home features and integrating healthy and sustainable home technologies.

"KB has been a leader in new-home technology for more than two decades. Its ProjeKt Home shows how aggressively and thoughtfully incorporating new-home technology can create a quantum difference versus used homes," said John Galante, President, AE Ventures.

KB Home ProjeKt began with a simple operating principle: collaboration. Bringing together key strategic partners from the fields of architecture, building sciences and technology, the home served as a homebuilding research and development lab, within which the effects of significant social and technological shifts were studied along with how they might impact the future of home design.

"The KB Home ProjeKt was a dynamic and collaborative effort in which KB Home enlisted the help of an impressive group of other world-class companies to build a cutting-edge home of the future," said Jeff Mezger, KB Home's Chairman, President and CEO. "We are pleased that the KB Home ProjeKt received TechHome Builder's first Brilliant Home Award. The team's focus was on building a smart and connected home that also enhanced the homeowner's health and wellness. Additionally, the home was created to provide flexible living spaces and demonstrated that, through genuine partnership, we can provide effective solutions to changing household structures and needs."

The KB Home ProjeKt concept home was unveiled in January 2019 and broke new ground in smart-home building. The home was designed to flex with the needs of its homeowners and employed advanced technologies aimed at improving their physical and emotional health as well as their general

well-being. Partners in the KB Home ProjeKt included AndersonBaron, Delos®, Google®, Hanley Wood, Kohler®, KTGy Architecture + Planning and Whirlpool®.

The TechHome Brilliance Awards was created to salute excellence and innovation in home technology, honoring a diverse span of products, along with contractors, service providers and builders. To learn more, visit <https://techhomeawards.com/>.

For more information on KB Home's sustainability initiatives, visit [kbhome.com/sustainability](http://kbhome.com/sustainability).

## **About KB Home**

KB Home (NYSE: KBH) is one of the largest and most recognized homebuilders in the United States and has been building quality homes for over 60 years. Today, KB Home operates in 38 markets across eight states, serving a wide array of buyer groups. What sets us apart is giving our customers the ability to personalize their homes from homesites and floor plans to cabinets and countertops, at a price that fits their budget. We are the first builder to make each home we build ENERGY STAR® certified. In fact, for the last decade, every KB home has been tested and verified to meet the strict standards set by the EPA, which help lower the cost of ownership. We also work with our customers every step of the way, building strong personal relationships so they have a real partner in the homebuying process, and the experience is as simple and easy as possible. Learn more about how we build homes built on relationships by visiting [kbhome.com](http://kbhome.com).

## **About AE Ventures**

AE Ventures focuses on helping builders leverage technology as a strategic asset through its TechHome Builder Summits, research and guides to process improvements.