



NEWS RELEASE

## KB Home Announces Partnership With Mission-driven Sackcloth & Ashes to Address Homeless Needs in Local Communities

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Leading national homebuilder plans to provide more than 15,000 blankets to homeless shelters nationwide.

LOS ANGELES--(BUSINESS WIRE)-- KB Home (NYSE: KBH), one of the largest and most recognized homebuilders in the U.S., today announced that it will be donating more than 15,000 blankets over a two-year period to homeless shelters nationwide as part of a partnership with the mission-driven company, Sackcloth & Ashes. The partnership will help to address a critical need for homeless shelters: blankets.

As a business that is driven by the importance of providing a safe and secure place to call home, KB Home and its philanthropic program, KB Cares, are committed to helping those in the most challenging circumstances find shelter and rebuild their lives. Through this new partnership, KB Home will provide a Sackcloth & Ashes blanket as a special housewarming gift to all new KB homeowners. For every blanket purchased by KB, Sackcloth & Ashes will donate a blanket to a local homeless shelter in the homebuyer's area. Additionally, the housewarming blanket's customized box will include a note encouraging the homeowner to get involved in their community by filling the box with donations of needed items and taking it to their local shelter.

"No matter where you are in your life, whether putting down roots or in transition, a blanket represents so much more than warmth. It's security, shelter, comfort and hope," said Jeffrey Mezger, Chairman, President and Chief

Executive Officer of KB Home. “Through our KB Cares program, we’re directly contributing to the communities where we live, work and build. We are committed to helping people experiencing homelessness as they strive toward a brighter future.”

Donated blankets will be delivered to local shelters, allowing KB employees to be part of creating social impact in their communities. In recognition of the season of giving, the partnership recently kicked off with a blanket drop at the Volunteers of America® Northern California family shelter in the Sacramento area.

“We are extremely grateful for our partnership with KB Home and deeply admire their commitment to giving back in their communities,” said Bob Dalton, Founder of Sackcloth & Ashes. “The work we do together will have a profound impact on local shelters and people’s lives.”

At KB Home, everything it does is Built on Relationships®. That’s why the company believes that every action it takes — from how it invests in its communities to how it cares for the planet — has the potential to make a meaningful positive impact. KB Cares represents the heart and soul of how this spirit is put into action.

For more information on KB Home, call 888-KB-HOMES or visit [kbhome.com](https://www.kbhome.com).

## About KB Home

KB Home is one of the largest and most recognized homebuilders in the United States and has built over 650,000 quality homes in our more than 60-year history. Today, KB Home operates in 45 markets from coast to coast. What sets KB Home apart is the exceptional personalization we offer our homebuyers—from those buying their first home to experienced buyers—allowing them to make their home uniquely their own, at a price that fits their budget. As the leader in energy-efficient homebuilding, KB Home was the first builder to make every home it builds ENERGY STAR® certified, a standard of energy performance achieved by fewer than 10% of new homes in America and 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 be healthier, more comfortable and better for the environment than new homes without certification. We build strong, personal relationships with our customers, so they have a real partner in the homebuying process. As a result, we have the distinction of being the #1 customer-ranked national homebuilder in third-party buyer satisfaction surveys. Learn more about how we build homes built on relationships by visiting [kbhome.com](https://www.kbhome.com).

## About Sackcloth & Ashes

Sackcloth & Ashes is a mission-driven company that donates a blanket to a homeless shelter for each one purchased. They work to highlight grassroots organizations that are creating solutions for helping the homeless.

Visit [sackclothandashes.com](http://sackclothandashes.com) to learn more.

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