



NEWS RELEASE

K B Home Announces the Grand Opening of Its Newest Community in Lakeland, Florida

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Ross Creek offers personalized, spacious, new homes convenient to major area employers and downtown Lakeland, priced from the mid \$300,000s

ORLANDO, Fla.--(BUSINESS WIRE)-- KB Home (NYSE: KBH) today announced the grand opening of Ross Creek, its latest new-home community in Lakeland. These new homes are designed for the way people live today, with popular interior features like modern kitchens overlooking large great rooms and expansive bedroom suites with walk-in closets. The one-story floor plans feature up to five bedrooms and three baths, and the community has no CDD fees.

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 Lakeland area spacious new one-story homes in a convenient location," said Fred Wyborski, President of KB Home's Orlando division. "Ross Creek is just minutes to major employers,

downtown Lakeland and Lakeland Linder International Airport. 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.

Ross Creek is situated in a commuter-friendly location that offers homebuyers an exceptional lifestyle. Located off Kathleen Road, the community provides easy access to Interstate 4 and Highway 98 for a quick commute to Tampa and Orlando. Ross Creek is just minutes away from major employers, including Publix® Corporate, GEICO® and Lakeland Linder International Airport. Residents will also enjoy the community's proximity to shopping, dining and family fun in downtown Lakeland and at Lakeland Square Mall, Joker Marchant Stadium and Silver Moon Drive-In Theatre.

The Ross Creek 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 mid \$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 trusted homebuilders in the United States. We operate in 47 markets, have built over 680,000 quality homes in our more than 65-year history, and are honored to be the #1 customer-ranked national homebuilder based on third-party buyer surveys. What sets KB Home apart is building strong, personal relationships with every customer and creating an exceptional experience that offers our homebuyers the ability to personalize their home based on what they value at a price they can afford. As the industry leader in sustainability, KB Home has achieved one of the highest residential energy-efficiency ratings and delivered more ENERGY STAR® certified homes than any other builder, helping to lower the total cost of homeownership. For more information, visit kbhome.com.

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