



NEWS RELEASE

KB Home Announces the Grand Opening of Its Newest Community in a Prime Lancaster, California Location

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Primrose offers personalized, new, single-story homes in the sought-after Quartz Hill neighborhood, priced from the low \$600,000s.

LANCASTER, Calif.--(BUSINESS WIRE)-- KB Home (NYSE: KBH) today announced the grand opening of its newest community, Primrose, in the desirable Quartz Hill neighborhood of Lancaster, California. The new homes at Primrose are designed for the way people live today, with popular interior features like modern kitchens overlooking large great rooms, bedroom suites with walk-in closets, and ample storage space. The community's one-story floor plans are situated on large homesites and feature up to four bedrooms and two-and-a-half baths. Primrose is zoned for the desirable Westside Union School District.

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 Los Angeles County homebuyers spacious, new, one-story homes situated on large homesites in Lancaster’s desirable Quartz Hill community,” said Keltie Cole, President of KB Home’s Los Angeles and Ventura Counties division. “Primrose homeowners will appreciate the community’s close proximity to popular schools as well as parks and outdoor recreation. 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. 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.

Primrose is situated in a commuter-friendly location that offers homebuyers an exceptional lifestyle. The new community is located at the corner of West Avenue L and 56th Street West, providing convenient access to Highway 14 and the area’s major employers, including Lockheed Martin Skunk Works® and Northrop Grumman. Primrose is also close to shopping, dining and entertainment at The BLVD as well as several family friendly venues, including Antelope Valley Fair & Event Center, Lancaster Museum of Art & History and DryTown Water Park®. Homeowners will appreciate the community’s proximity to outdoor recreation at Saddleback Butte State Park, Apollo Community Regional Park and Rancho Vista Golf Club.

The Primrose 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 \$600,000s.

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 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](https://www.kbhome.com).

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