



NEWS RELEASE

## KB Home Announces a Rare Opportunity to Own a New Home in a Prime Escondido, California Location

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Dixon Trail offers personalized, new homes on oversized homesites with mountain views and close to schools, priced from low \$1M.

ESCONDIDO, Calif.--(BUSINESS WIRE)-- KB Home (NYSE: KBH), one of the largest and most trusted homebuilders in the U.S., today announced the grand opening of Dixon Trail, a new community in highly sought-after Escondido, California. These new homes are designed for the way people live today, with popular design features like modern kitchens overlooking large great rooms, expansive bedroom suites with walk-in closets, and ample storage space. The community's one- and two-story floor plans feature up to five bedrooms, four-and-a-half baths and three-car garages. Homeowners will appreciate Dixon Trail's stunning mountain views and proximity to local schools.

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 San Diego-area homebuyers a rare opportunity to purchase a spacious new home in a

beautiful Escondido location,” said Steve Ruffner, President of KB Home’s Coastal division. “Homeowners will appreciate the gorgeous mountain views and the proximity to local schools and popular outdoor recreation, including fishing and boating at Dixon Lake and walking and biking at Escondido Creek Trail. 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.

Dixon Trail is situated in a commuter-friendly location that offers homebuyers an exceptional lifestyle. The new community is located at the corner of Beven Drive and Ambersweet Way just north of East El Norte Parkway, providing easy access to Interstate 15, downtown San Diego, San Diego International Airport and the area’s major employment centers. Dixon Trail is just minutes to outdoor recreation, including fishing and boating at Dixon Lake and walking and biking at Escondido Creek Trail and Brady Canyon, and a short drive to the coast and popular beaches. Homeowners will also appreciate the Dixon Trail’s proximity to shopping, dining and entertainment at North County Mall. The new community is close to San Diego Zoo Safari Park as well as the Escondido Wine Region, which offers more than 20 popular wineries.

The Dixon Trail sales office and model home 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 low \$1M.

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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