KB Home to Build Second Martha Stewart-inspired Community in Atlanta

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ATLANTA--(BUSINESS WIRE)--KB Home and Martha Stewart Living Omnimedia announced today a KB Home Martha Stewart-inspired residential community to be built in the historic city of Woodstock, Georgia. KB Home Wynchase: Homes Created with Martha Stewart is scheduled to open spring 2007. The community will be the second in the Atlanta area; Hampton Oaks opened in Fairburn, Georgia last July to huge success.

“The success of the Hampton Oaks community was the driving force in our decision to offer a second Martha Stewart community in the Atlanta area,” said Larry Lippincott, president of the KB Home Atlanta division.

Wynchase will offer 183 homes ranging in size from 2,700 to 3,800 square feet with prices anticipated to start in the high $200’s. The homes will be similar to those in the KB Home Hampton Oaks: Homes Created with Martha Stewart community in Fairburn.

“Our research showed that the residents of North Atlanta would welcome these extraordinary homes in their neighborhood,” Lippincott said. “KB Home is excited to bring the distinctive style of Martha Stewart to Woodstock.”

The community will be situated within two miles of downtown Woodstock, the fastest growing city in Cherokee County. A pedestrian friendly city with a historic train depot, buildings dating back to 1879, brick-paved sidewalks, antique shops and tearooms, downtown Woodstock evokes a small town from another era. Wynchase families will also enjoy the 25-acre Dupree Park; located less than a mile from the community, the park offers several recreational facilities, a walking trail, a lake picnic area and a playground.

As with the homes in the Hampton Oaks community, the exteriors of the Wynchase homes will have characteristics from Martha Stewart’s homes. Martha’s influence is present in the interiors of the model homes as well, with specialized flooring, bathroom and kitchen fixtures, lighting, paint colors, cabinetry selections and other special touches such as distinctive mantles, shelving, molding and wainscoting all of which are available to home buyers. Although homes do not come furnished, the model homes will contain furniture and decorative options from Martha Stewart Living Omnimedia.

KB Home and Martha Stewart Living Omnimedia currently have communities in Fairburn, Georgia (Hampton Oaks) and Cary, North Carolina (Twin Lakes) and have announced plans for Katy, Texas (WoodCreek Reserve); Perris, California (Olive Grove) and a second community in Raleigh, North Carolina (Wynbrooke).

Interested homebuyers can register for information on upcoming Martha Stewart communities at the KB Home website www.kbhome.com or by calling 1-888-KB-Homes.

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