



Overstock.com Launches New 'The Good Good' Ad Campaign Featuring Entertainment Icon, Snoop Lion and his Family

July 29, 2013

SALT LAKE CITY, July 29, 2013 /PRNewswire/ -- Utah-based online retailer Overstock.com, Inc. (NASDAQ: OSTR) revealed its newest round of TV ads, featuring the entertainment legend, Snoop Lion (aka Snoop Dogg) and his family, wife Shante, daughter Cori and sons, Cordé and Cordel. The ads, which began airing nationwide July 24, depict Snoop using Overstock.com to find products that solve his wife and kids' most pressing problems.

Logo: <http://photos.state.gov/libraries/utah/00101011/1319564000>

"This was an inspired collaboration," said Overstock.com CEO Patrick Byrne. "The collaboration between Snoop Lion and Overstock.com turned out to be much more effective than either party imagined at the outset."

The ad's story line plays out over Snoop Lion's single, "The Good Good, It 'zta Lach", off his new album "Reincarnated". The ad depicts a peaceful, more family-oriented side of Snoop Lion, which is also apparent in his latest album and film, "Reincarnated".

Overstock.com's relationship with Snoop Lion will extend beyond these ads, and will include a portion of the company's website -- to be called the SnoopMarket -- dedicated to selling Snoop Lion-branded products and showcasing a subset of Overstock.com products, curated by Snoop and his family.

This is the latest in a series of pairings of Overstock.com and well-known celebrities. Previously, the company produced ads featuring musicians Jason Mraz, Ne-Yo, bluesgrass duo Joey and Rory, as well as professional basketball player Carlos Boozer.

Company co-President Barry Simon, the driving force behind the Snoop Lion collaboration, along with Cashmere Agency, the creative marketing company that developed the multimedia campaign, said the timing couldn't have been better.

"It was fate," Simon said. "The stars aligned and brought Snoop and Overstock.com together at just the right time. And the outcome exceeds anybody's wildest expectations. The ad is magical."

Snoop Lion's camp first contacted Overstock.com to partner on a new project and after initial conversations, it became apparent that together the two brands have immense potential.

"There is a special alignment we identified between the Snoop brand and Overstock.com," said Nick Adler, vice president of Business Development at Cashmere Agency. "We are looking forward to this robust partnership with Overstock.com that includes further innovative cross-promotions between the two brands."

The new ad can be viewed here: <http://www.youtube.com/watch?v=9B416424>

About Overstock.com

Overstock.com (NASDAQ: OSTR) is an online discount retailer based in Salt Lake City, Utah that sells a broad range of products including furniture, rugs, bedding, electronics, clothing, jewelry and cars. Worldstock.com, a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. Main Street Revolving supports small businesses across the United States by providing them a national customer base. The Nielsen State of the Media Consumer Usage Report placed Overstock.com among the top five most visited mass merchandiser websites in 2011. The NRF Foundation/American Express 2011 Customer Choice Awards ranked Overstock.com #4 in customer service among all U.S. retailers. Overstock.com sells internationally under the name O.co. Overstock.com <http://www.Overstock.com> and <http://www.O.co> regularly posts information about the company and other related matters under www.Overstock.com on its website.

About Snoop Lion

Snoop Lion aka Snoop Dogg is a multi-platinum artist and entertainment icon. With over 20 years in the industry, Snoop's ability to stay at the forefront of popular culture and new technology through his records, brand partnerships, innovative digital strategies, philanthropy and more has resulted in unwavering relevance. Snoop spent a significant amount of time in Jamaica recording his upcoming new reggae-influenced album, REINCARNATED, which was also documented with a film of the same name. An official selection of the critically acclaimed Toronto International Film Festival, the highly anticipated VICE Film/Snoopadelic Films release, REINCARNATED, chronicles his illustrious career dating back to his beginnings and leading up to his spiritual awakening as Snoop Lion. REINCARNATED, the film, hit select theaters nationwide this past spring and his recent album was released in April 2013.

About Cashmere Agency

Cashmere Agency is a creative lifestyle agency focusing on the multicultural market. The company is comprised of leading minds from the world of entertainment, advertising and new media. As tailors of popular culture, Cashmere Agency is a leader in creating marketing solutions, which are anchored in social media, branded entertainment, industry influencers and innovative content. Cashmere Agency works with top brands, records labels, entertainment artists and studios to execute innovative campaigns to resonate within today's diverse landscape.

Overstock.com, O.co®, Worldstock Fair Trade® and Club O Rewards® are registered trademarks of Overstock.com, Inc. O.info™, Club O™, Club O Dollars™ and Your Savings Engine™ are trademarks of Overstock.com, Inc. All other trademarks are the property of their respective owners.

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include, but are not limited to, statements regarding the effects of the subject advertising and predictors of future ad continuity. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in the Company's Form 10-Q for the quarter ended March 31, 2013, which was filed with the SEC on April 25, 2013, and any subsequent filings with the SEC.

SOURCE: Overstock.com, Inc.

Media: Kirstie Burden, Overstock.com, Inc., +1 (801) 947-3116, kirstie@overstock.com, or Investor: Mark Harden, Overstock.com, Inc., +1 (801) 947-5409, mharden@overstock.com; or Brianne Pires, Cashmere Agency on behalf of Snoop Lion, +1 (323) 828-5003, brianne@cashmereagency.com