



Overstock.com's 'The Good Good' sweepstakes awards entrants and their favorite charity

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SALT LAKE CITY, Sept. 18, 2013 (PRNewswire) - Online retailer Overstock.com, Inc. (NASDAQ: OSTK) announced the launch of a social media-based sweepstakes inspired by its new "The Good Good" advertising campaign. The contest winner will receive \$2,500 and his or her chosen charity will benefit from 100 hours of Overstock.com employee time.

Go to: <http://bit.ly/overstockgood>

Company Co-President Stormy Simon says the contest theme is consistent with the message of Overstock.com's new "The Good Good" ad, starring Snoop Lion, with its focus on finding joy in helping others.

"We want to reward a person for promoting a non-profit that inspires them to do good, and reward the non-profit for being inspirational," said Simon.

According to Simon, contest entrants participate by adding an image, or pin, representing the work of a non-profit that inspires them, to the popular social media site pinterest.com. Entrants will then share that pin at <http://bit.ly/overstock.com/gb/wg>. One winner will be awarded \$2,500, and Overstock.com employees will give the non-profit 100 hours of time.

Simon explained, "Instead of handing the winning charity a check, we want to get Overstock.com involved in a much more intimate way, by donating our time. That might mean building the winning non-profit a new website, designing a new logo or marketing materials, or stuffing envelopes-- whatever it needs."

"The Good Good" contest ends on Oct. 13, 2013.

About Overstock.com

Overstock.com (NASDAQ: OSTK) 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. Overstock.com a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. Overstock.com 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 [@bit.ly/overstock.com](http://bit.ly/overstock.com) and <http://www.o.co> regularly posts information about the company and other related matters under Overstock.com on its website.

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