



Overstock.com's Newest Commercial Series Reunites Mike Ditka and Jim McMahon

October 30, 2013

Company Reaches New Demographic

SALT LAKE CITY, Oct. 30, 2013 /PRNewswire/ - [Overstock.com, Inc.](http://Overstock.com) (NASDAQ: OSTK) released the first commercial in their new series starring NFL Coach and Hall of Famer Mike Ditka and quarterback Jim McMahon.

To view the multimedia assets associated with this release, please click <http://www.multivu.com/mvu/01128-overstock-commercial-series-reunites-mike-ditka-and-jim-mcmahon>

or go to <http://overstock.com/newsroom/011103MM01128>

"Overstock.com was pleased to bring together the two powerhouses of Mike Ditka and Jim McMahon once again," said Overstock.com Co-President, Stormy Simon. "Coach Ditka portrays the same passion and excitement we feel about our business."

The thirty second spot has Ditka, McMahon and the Overstock.com price checkers addressing a room of reporters at a press conference. Ditka takes questions from the reporters and explains that Overstock.com checks its products for the lowest prices so the customer doesn't have to.

"Overstock.com is a big player in online shopping and a world-class operation. I'm only going to associate my name with that level of company," Ditka says. "It was a pleasure to work with the company and to be reunited with Jim McMahon."

As shown earlier in 2013 with the commercial starring Stacy Drogosz and his family, Overstock.com is reaching out to a diverse demographic with its brand. Simon commented, "Overstock.com's online shopping customer base spans a wide demographic. We're no longer appealing to just the middle-aged housewife. Our varied commercials demonstrate that."

The commercial was shot by Paul DeBor of The Camel. It was shot on location in Chicago and edited in Los Angeles. It is currently airing on national television stations such as HGTV, ABC Family, USA Network, FX Channel and Spike.

The next commercial in the series will be a holiday spot also featuring the Ditka/McMahon pairing along with the Overstock.com price checkers. Additional commercials along this theme are planned for 2014.

About Mike Ditka
Mike Ditka is one of the most recognizable figures in America today. Ditka coached the Chicago Bears for 11 years and the New Orleans Saints for three years, and he appears regularly on ESPN television and radio. He played professional football for 12 seasons between the Bears, Philadelphia Eagles and Dallas Cowboys. He was inducted into the NFL Hall of Fame in January 1988, and is one of only two people to win Super Bowls as a player, an assistant coach, and a head coach. Ditka was the only individual to participate in both of the last two Chicago Bears' championships - as a player in 1963 and as head coach in 1985.

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, rug, bedding, electronics, clothing, jewelry and cars. Workshop.com, a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. MissShops.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 merchandise websites in 2013. 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 investor.overstock.com on its website.

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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 new, current, past, or future commercials or media campaigns. 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 June 30, 2013 which was filed with the SEC on July 25, 2013, and any subsequent filings with the SEC.

SOURCE: Overstock.com, Inc.

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