



Overstock.com Ranks Among Top Three Online Retailers for Customer Loyalty

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Customer Loyalty and Engagement Index shows customers are happy shopping with Overstock.com

SALT LAKE CITY, Feb. 18, 2014 (PRNewswire) - [Overstock.com, Inc.](http://Overstock.com) (NASDAQ: OSTK) has been named the number three online retailer in the 2014 Customer Loyalty and Engagement Index, an independent research consultancy specializing in identifying contributing elements to customer loyalty, gathered the responses from consumers who have previously purchased from Overstock.com and competing online retailers. [Logo: http://www.brandkeys.com/press/2014/01/16/1433564.0000](http://www.brandkeys.com/press/2014/01/16/1433564.0000)

Overstock.com scored in the top three with Amazon.com and eBay.com, ranking above Zappos and Buy.com.

"We've done a lot to make our shopping experience a positive one, from great prices to great customer service to a rich reward program," said Overstock.com CEO Patrick Byrne. "We are pleased to be ranked in the top three."

The Brand Keys 2014 study surveyed 32,000 consumers, 18 to 65 years of age. Seventy percent were interviewed by phone, 25 percent via face-to-face interviews and 5 percent participated online. This is the 18th annual list showing customer loyalty.

Byrne added that Overstock.com thanks its customers for their loyalty through Club O membership rewards.

Club O memberships are available to Overstock.com customers for \$19.95 per year and are free to members of the United States Armed Forces. Club O members receive free shipping and at least 5 percent in reward dollars for all purchases and 25 percent in reward dollars on hundreds of select products.

Shipping is free to all Overstock.com customers if their order is at least \$50, for orders less than \$50 shipping is \$2.95, regardless of how many items are in each individual order.

About Overstock.com

Overstock.com (NASDAQ: OSTK) is a discount online shopping retailer based in Salt Lake City, Utah that sells a broad range of products including furniture, rugs, bedding, electronics, clothing, jewelry and cars. TheOverstock.com, a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. Main Street Revolution 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 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 Shopping (<http://www.overstock.com>) and www.O.co regularly posts information about the company and other related matters under investor.ostk.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 future loyalty offerings. 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 September 30, 2013, which was filed with the SEC on October 24, 2013, and any subsequent filings with the SEC.

Read more: <http://www.brandkeys.com/newsroom/news/2014/02/18/1433564.0000>

SOURCE: Overstock.com, Inc.

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