



Consumers to Celebrate Valentine's Day the Old-Fashioned Way

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Survey says: Earrings still jewelry favorite

SALT LAKE CITY, Feb. 11, 2014 /PRNewswire/ -- According to an [Overstock.com, Inc.](http://overstock.com) (NASDAQ: OSTK) survey of over 800 national consumers, 45 percent prefer to spend Valentine's Day on a date with their significant other. Additionally, 62 percent are planning to express their Valentine's Day wishes via a hand-written card, compared to 27 percent via text message and 15 percent via social media. [Go: <http://go.lovepresswire.com/01201401104133564/OSTK>](http://go.lovepresswire.com/01201401104133564/OSTK)

In the jewelry category, 52 percent of the women surveyed noted they prefer a gift of earrings. This is consistent with the 2013 survey. Necklaces ran a close second and bracelets third. Engagement rings did not make the top five this year. According to the National Retail Federation, the total estimated amount of spending on jewelry for Valentine's Day is \$3.5 billion. "Jewelry is one of Overstock's strongest categories," states Overstock.com Co-President Dave Nielsen. "We offer a wide assortment of discounted earrings, necklaces, bracelets, watches and rings. All of our unique styles and precious stones, from diamonds to pearls, always satisfy our customers' needs - especially for Valentine's Day."

Other interesting survey findings:

- Men plan to spend ~\$143 on their significant other; women plan to spend ~\$60.
- For the men who put jewelry on their Valentine's wish list, 67 percent preferred watches.
- 68 percent think positively of Valentine's Day with only 5 percent indicating they planned not to participate.

About Overstock.com

[Overstock.com](http://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. [Overstock.com](http://overstock.com), a full trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. [Small Business.com](http://www.SmallBusiness.com) supports small businesses across the United States by providing them a national customer base. The National State of the Music 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 Shopping <http://www.Overstock.com> and go.love.com regularly posts information about the company and other related matters under www.Overstock.com on its website.

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SOURCE: Overstock.com, Inc.

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