



Overstock.com Launches Pet Adoption Program as Public Service

March 31, 2014

Service Streamlines Pet Adoption Process, Connects Consumers with Abandoned Animals

SALT LAKE CITY, March 31, 2014 (PRNewswire) -- [Overstock.com, Inc.](#) (NASDAQ: OSTK) announces that as a public service it has launched a [pet adoption service](#).

"We realized that the same world-class technology we have built to enable shoppers to sort through millions of products on our site to find just the right item is technology that could also be used to enable pet lovers to sort through hundreds of thousands of animals in adoption shelters to find just the right pet for their family," said Overstock.com Chairman and CEO Patrick M. Byrne. "We as an animal-friendly firm are grateful for the opportunity to use our technology and resources to make a difference in the lives of so many animals and people."

Through the pet adoption service, users have access to real-time updates of adoptable animals in thousands of shelters nationwide and are able to search for particular types and breeds of animal, filter by attributes such as gender, age, color, disposition, etc. just as they currently filter through Overstock.com's products. Once a user finds a pet she would like to adopt, Overstock.com connects her with the correct shelter to complete the process. Overstock.com is offering this service for free to all shelters across the U.S. and to everyone who is interested in searching for, and finding, an animal companion. This free public service is for rescue animals only. Overstock.com will not be working with puppy mills or other breeders.

"Millions of unwanted pets are euthanized annually," added Byrne. "We can change that."

Pet adoptions are found on Overstock.com's [ClubO](#) tab, which houses a collection of sustainable businesses that provide Overstock.com a way to give back to the community. In addition to pet adoptions, other departments within [ClubO](#) include [Woodstock.com](#) (Overstock.com's fair trade division selling products handmade by artisans all over the world), [Main Street Revolution](#) (which sells products made in America by small businesses), and additionally, a [Farmers Market](#) section (a significant expansion of which is currently under development).

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. [Woodstock.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 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 [http://www.o.co](#) regularly posts information about the company and other related matters under [Investor Relations](#) on its website.

Overstock.com, O.co®, Woodstock 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, all statements not regarding historical fact. 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-K for the year ended December 31, 2013, which was filed with the SEC on February 27, 2014, and any subsequent filings with the SEC.

Logo - [http://photos.overstock.com/2014/03/31/64-000](#)

SOURCE: Overstock.com, Inc.

Kirstie Burden, Overstock.com, Inc., +1 (801) 947-3116, kirstie@overstock.com; Mark Harden, Overstock.com, Inc., +1 (801) 947-5403, mharden@overstock.com