



Overstock Partners With PBS KIDS to Launch Kid Zone

November 18, 2014

Portion of Every Sale to be Donated to PBS KIDS

SALT LAKE CITY, Nov. 18, 2014 (GLOBE NEWSWIRE) — [Overstock.com, Inc.](#) (NASDAQ:OSTK) and [PBS KIDS](#) announce a new cause partnership with the launch of Overstock's new [Kid Zone](#) just in time for holiday shopping. This shop within Overstock's online shopping site includes thousands of children's products that were selected for their educational characteristics. Overstock will give a portion of proceeds from every Kid Zone sale to support the mission of PBS KIDS, to open a world of educational possibilities for every child.

Kid Zone is one of a variety of specialty product sections on Overstock. Products sold in the Kid Zone are designed to inspire creativity, fun and imagination in children. The Kid Zone also provides links to PBS KIDS resources and family activities.

PBS KIDS goal, as an educational media brand for kids, is to reach children everywhere with content that is rooted in academic frameworks, preparing young children for success in school and in life. To support the mission, 100 percent of the net proceeds PBS KIDS receives from sales in the Overstock Kid Zone shop will go toward improving the lives of children through curriculum-based entertainment with positive role models and content designed to nurture children's total well-being.

"Overstock believes in a bright future for all children, and to support our commitment to their education, health and happiness, we're honored to be a partner with PBS KIDS which is number one in children's products," said Stormy Simon, Overstock president. "We are excited to provide parents with an easy, rewarding shopping experience when buying fun, educational toys for their children this holiday season."

"PBS KIDS is committed to using the power of media to light a spark for learning and to help all kids reach their potential," said Leslie Roterberg, general manager, Children's Programming, PBS. "The proceeds received by PBS KIDS through our partnership with Overstock will help support our mission and the development of innovative PBS KIDS educational programming and digital content."

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs. KidScreen and Webby-award winning [pbskids.org](#) provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math and more, visit [pbskids.org](#) or follow PBS KIDS on [Twitter](#) and [Facebook](#).

About Overstock.com

[Overstock.com, Inc.](#) (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, and jewelry. [Wardrobe.com](#), a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. [Main Street Pawnshop](#) supports small businesses across the United States by providing them a national customer base. Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. The NSF Foundation's 2014 Customer Choice Awards ranked Overstock #4 in customer service among all U.S. retailers. Overstock sells internationally under the name O.co. Overstock Shipping ([http://www.overstock.com](#) and [http://www.o.co](#)) regularly posts information about the company and other related matters under [Customer Services](#) 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 other than statements of 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-Q for the quarter ended Sept. 30, 2014, which was filed with the SEC on Oct. 28, 2014, and any subsequent filings with the SEC.

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