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## Overstock.com Rocks Style With Live Bret Michaels

April 13, 2015

### Retailer and Rock Star Announce Exclusive Partnership

SALT LAKE CITY, April 13, 2015 (GLOBE NEWSWIRE) – [Overstock.com, Inc.](http://Overstock.com, Inc.) (Nasdaq:OSTK) is unveiling a partnership with multi-platinum recording artist, reality television star, philanthropist, and entrepreneur Bret Michaels. This exclusive collaboration will begin April 13, 2015, with the launch of a [LiveBretMichaels.com](http://LiveBretMichaels.com) store personally curated by Michaels for the online shopping website.

"We are excited to launch the Live Bret Michaels store of curated products that reflect Bret's life and style, both on and off stage," said Overstock.com President Stoney Simon. "We are even more excited to be the licensee for Bret's upcoming branded line of products focusing on home and lifestyle trends, to be sold exclusively on Overstock.com."

"The first time I experienced Overstock's soul was during a special company-wide event where I performed. It was pure magic meeting everyone," said Michaels. "I've seen them on television, I've shopped on their website, but the synergy with the entire group brought things to a whole other level."

Overstock.com has signed on as a sponsor for Michaels' worldwide "True Girl" tour, currently in progress. Michaels will also appear in a number of advertisements for the online retailer.

"After meeting Bret in person, we quickly realized that his creativity and passion will translate well into our product development work," said Seth Marks, Overstock.com's senior vice president of merchandising. "We look forward to collaborating with Bret to showcase his creative juices on our website."

As the collaboration moves forward, Michaels will also begin personally working with Overstock.com to develop branded products, available exclusively on the shopping website, that draw from his hands-on design experience. In addition to decorating his homes and tour bus, Michaels was personally involved in the design process of the Bret Michaels Rock Star Suite at the Riviera Maya, and the Bret Michaels Hospitality and Music Room at St. Joseph's Barrow Neurological Institute in Phoenix.

"I don't stand behind things I don't believe in," continued Michaels about the partnership. "I'm truly a person that shops on Overstock.com, and have done so for a long time. I'm excited to have a chance to personally develop products like the ones in my house, on my bus, in my life."

Michaels is well known as an iconic performer and singer-songwriter, topping the charts both as the front man of rock band Poison and as a solo artist. He has appeared in several reality television shows, including VH1's "Rock of Love with Bret Michaels" and "NBC's Celebrity Apprentice," in which he was chosen the season nine winner. He has also starred in reality design shows on HGTV, Travel Channel, and ABC. His Michaels Entertainment Group has grown into a \$100 million business and is used as a platform for many of Michaels' entrepreneurial and philanthropic endeavors.

### About Bret Michaels

Legendary singer/songwriter Bret Michaels has sold over 32 million records worldwide, is a reality TV superstar with some of the highest rated reality shows in history, and is a lifelong type 1 diabetic. An entrepreneur, Michaels has created the multi-million dollar selling Pets Rock Collection with PetSmart, launched his own line of custom guitars, and created "Bret's Blend, Don't Top A Rocka," which is a number one selling beverage for Dr. Pepper/Seven Up Group. Michaels, both personally and through his Life Rocks Foundation, has helped raise millions of dollars for charity, and makes donations not only to diabetes awareness and research, but to such causes as childhood cancer, PetSmart Charities, Operation Homefront, FeetGood Foundation, and more. His talent, business acumen, and natural candor have solidified him as "a cultural touchdown" in the words of former Viacom CEO Judy McGinn, and has made him one of the most sought after performers, leaving him on the road for the last decade with nearly 300 annual live performances, speaking engagements, charitable concerts and private engagements each year.

For more information, visit [www.bretmichaels.com](http://www.bretmichaels.com).

### About Overstock.com

[Overstock.com, Inc.](http://Overstock.com, Inc.) (Nasdaq:OSTK) is an online shopping retailer based in Salt Lake City, Utah that sells a broad range of products at low prices including furniture, rugs, bedding, electronics, clothing, and jewelry. [Workstock.com](http://Workstock.com) is a fair trade department dedicated to selling artisan-crafted products from around the world whereas Main Street Revolution supports small businesses across the U.S. by providing them a national customer base. Overstock has additional community-focused initiatives such as a [FarmersMarket.com](http://FarmersMarket.com) and a [petadoption.com](http://petadoption.com). Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock 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 [www.irs.gov](http://www.irs.gov) 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, about the future performance and components of the Michaels marketing and promotional campaign, 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-K for the year ended Dec. 31, 2014, which was filed with the SEC on March 12, 2015, and any subsequent filings with the SEC.

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