



Overstock.com Celebrates Sweet 16

October 2, 2015

Biggest Overstocktober Event in Company History

SALT LAKE CITY, Oct. 2, 2015 (GLOBE NEWSWIRE) – [Overstock.com, Inc.](#) (NASDAQ:OSTK) is celebrating the shopping website's 16th birthday with its largest annual [Overstocktober event](#), being held Oct. 1 through Oct. 16.

The online retailer has pumped up its traditional birthday sales event to mark the birthday milestone, with savings of [up to 50 percent](#) on its most popular categories, including [furniture](#), [jewelry](#), [gardens and patio](#), [bedding and bath](#), and [home decor](#). There are also a number of specially selected [1st looks](#), along with a [Daily Deals](#) section with deeply discounted products across a number of categories.

"Without the support of our loyal customers, we wouldn't have made it past our first birthday," said Overstock.com President Stormy Simon. "To be still standing on our 16th birthday, able to share our celebration with everyone, shows that whether it's 1999 or 2015, savvy online shoppers are finding quality and value they can trust at Overstock."

Throughout Overstocktober, customers will have a chance to win prizes through [Daily Dig](#), an online product scavenger hunt. A clue will be posted every day hinting at a product or category that is being featured as that day's Daily Dig. Once a customer solves the riddle and clicks on the product, he or she will see a Daily Dig icon appear on the product page. Selecting that icon allows him or her to enter to win a separate prize for that day, and every entrant is automatically in the running for the grand prize of \$1,000, awarded at the conclusion Overstocktober. Official rules, terms and conditions can be found on the [Daily Dig page](#).

In addition to free shipping, special offers and first look at new deals, [Club O Gold](#) members will receive increased loyalty rewards of [up to 20 percent](#) on qualifying purchases. Annual Club O Gold memberships are currently on sale for \$16, normally \$19.95. Anyone who wishes can subscribe to email and join [Club O Silver](#) for free and receive rewards of 2 percent on every purchase.

About Overstock.com

[Overstock.com, Inc.](#) (NASDAQ:OSTK) is an online 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. [Wootstock.com](#) is 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 [Farm to Table](#) and [Pet Adoption](#). Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock sells reamationally under the name O.co. Overstock, [http://www.overstock.com](#) and [http://www.o.co](#) regularly posts information about the company and other related matters under [Legal Notices](#) 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 all 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 June 30, 2015, which was filed with the SEC on August 7, 2015, and any subsequent filings with the SEC.

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