



Overstock.com Announces Hundreds of Early Deals with a Black Friday Sneak Peek Event

October 18, 2016

Making holiday gift purchases before and on Black Friday helps shoppers balance holiday demands while saving time and money

SALT LAKE CITY, Oct. 18, 2016 (GLOBE NEWSWIRE) — [Overstock.com, Inc.](#) (NASDAQ:OSTK) today kicked off its holiday season with its [Black Friday Sneak Peek event](#), allowing customers to fulfill their holiday shopping even earlier at even more affordable prices. The online retailer will be offering hand-curated doorbuster deals along with additional discounts of up to 70 percent on [pugs](#), [bedding and bath](#), [toys](#), [decor](#), [jewelry and watches](#), and other top-selling categories — creating a convenient, one-stop-shop for holiday needs.

"We know that holiday shopping can take an insurmountable toll on finances and family time," said Saum Nourbakhsh, president of Overstock.com. "By offering Black Friday value earlier, Overstock.com is enabling consumers to realize savings sooner and spread out the costs associated with the holidays — not to mention, spend more time with family and friends."

Something for Everyone on the List

Doorbuster deals start Tuesday, Oct. 18 with items such as Beats by Dre Solo 2 On-air Headphones for \$129.99* and Fitbit Blaze Smart Fitness Watch for \$169.99*. Other doorbuster deals — such as GoPro HERO4 Black Edition Camera 64GB, Riviera 2.4GHz RC Paraflyer Small Hexacopter Drone, Sealy 12-inch Queen-size Memory Foam Mattress and Michael Kors Women's Parker Logo Dial Rosestone Watch — will be included along with hundreds of other products discounted as part of the sales event running through Thursday, Oct. 27. With everything from drones to jewelry to home decor, there's something for everyone on your list.

As part of the event, Overstock.com will also be offering chances to win some of the hottest items in daily giveaways — including Beats by Dr. Dre Executive Over the Ear Headphones, a Christopher Knight Home Harissa Fabric Contour Chair and an Apple 13.3-inch MacBook Air laptop computer. Shoppers can enter to win at [www.overstock.com/giveaways](#).

Convenient, On-the-go Shopping Experience with Overstock.com Mobile App

The holiday season, shoppers are expected to [increase their digital shopping by 25 percent](#). With [mobile shopping on the rise](#), Overstock.com is primed to be the go-to online shopping destination this year for Black Friday and the holiday season. Its [mobile app](#), which won best shopping app from Web Marketing Association for four years in a row, makes it easier to search, keep track of and make payments (including Apple Pay or Google Wallet) on your gifts.

A Financial Peace of Mind

Holidays are a time when many consumers go into debt. Not only is Overstock.com helping ease the financial burden by offering savings even earlier, but it also offers an easy way to pay with the Overstock.com store card. [The Overstock.com store card](#) offers up to 24 months of special financing available with no interest or annual fee, making it easier than ever to purchase and pay off your holiday shopping list. Additionally, [Club O](#) loyalty members can earn 5 percent reward dollars and free shipping on all orders.

*Quantities are limited

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. Additional stores within Overstock include Workstock.com, dedicated to selling artisan-crafted products to help developing nations around the world and Main Street Revolution, supporting small-scale entrepreneurs in the U.S. by providing them with a national customer base. Other community-focused initiatives include Farmers Market and pet adoptions. Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock sells internationally under the name O.co and regularly posts information about the company and other related matters under Investor Relations 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, 2016, which was filed with the SEC on August 4, 2016, and any subsequent filings with the SEC.

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