

Overstock.com Reports Strong Growth During Inaugural Customer Day Sale Event

October 16, 2018

- 200 Percent Growth in Daily [Club O](#) Membership Signups
- 68 Percent Growth in Revenue
- 42 Percent Growth in New Customers

SALT LAKE CITY, Oct. 16, 2018 (GLOBE NEWSWIRE) -- [Overstock.com, Inc.](#) (NASDAQ:OSTK) today reported results from its largest non-Holiday sales event ever: Overstock Customer Day. On Monday, October 15, the company celebrated its customers with its first branded shopping holiday, Customer Day, which saw the largest number of products ever discounted during a single-day shopping event at Overstock.



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“We wanted to do something big for our customers, and the result was the largest single-day home sales event we have ever held,” said JP Knab, Chief Marketing Officer for [Overstock.com](#). “Customer Day wasn’t just a big day of discounts, it was one of the biggest home-shopping events of the year, and we’re proud to be the brand bringing millions of dollars of savings to our customers.”

Customer Day was recorded as Overstock’s strongest non-Holiday sale in its history and one of its strongest days of 2018. The retailer reported:

- 100 percent growth in furniture sold
- More than 80 percent growth in Area Rugs sold
- Nearly 80 percent growth in Mattresses sold
- 20 Percent Growth in Basket Size

Customer Day, which is held during Overstock’s annual Anniversary Sale, saw a surge in partner participation, featuring more than 1.5 million products discounted during the 24-hour sale, the most in site history. The sale showcased deals on an assortment of products that had never been discounted (including new products and highest rated favorites) across multiple categories, including area rugs, bedding, all home décor, and Overstock’s exclusive [private label brands](#).

“We look forward to celebrating this day every year. This was an important and record-setting day for Overstock, and more importantly, for our customers,” said Knab. “Being able to celebrate our loyal customers with this level of savings is something we are thrilled to be able to do. Customer Day was and will continue to be the best event to find amazing deals on home products, but Overstock continues to deliver exactly what customers want, for less, every day.”

About Overstock.com

[Overstock.com, Inc.](#) Common Shares (NASDAQ:OSTK) / Series A Preferred (Medici Ventures’ tZERO platform: OSTKP) / Series B Preferred (OTCQX:OSTBP) is an online retailer based in Salt Lake City, Utah that sells a broad range of products at low prices, including [furniture](#), [décor](#), [rugs](#), [bedding](#), and [home improvement](#). In addition to home goods, Overstock.com offers a variety of

products including jewelry, electronics, apparel, and more, as well as a marketplace providing customers access to hundreds of thousands of products from third-party sellers. Additional stores include Pet Adoptions and Worldstock.com dedicated to selling artisan-crafted products from around the world. Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock regularly posts information about the company and other related matters under Investor Relations on its website, <http://www.overstock.com>.

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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, 2018, which was filed with the SEC on August 9, 2018, and any subsequent filings with the SEC.

SOURCE: Overstock.com, Inc.

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/6bd51803-232a-4074-b8dd-2b226e1f808a>

