



NEWS RELEASE

# Beyond, Inc. Launches Iconic buybuy BABY Brand with Grand Online Re-Opening in Time for Mother's Day

2025-05-08

MURRAY, Utah--(BUSINESS WIRE)-- Beyond, Inc. (NYSE:BYON), owner of Bed Bath & Beyond, Overstock, buybuy BABY, and a blockchain asset portfolio, announces the relaunch of buybuy BABY's online presence, purposefully timed days before Mother's Day.

The Grand online re-opening kicks off with an exciting 'Welcome Baby' event, offering customers access to premium infant and toddler gear and essentials through a reimagined and reliable digital shopping experience. The campaign features:

- Additional 15% off on parent-preferred labels like Sorelle, Evenflo and Oxford Baby
- Additional 10% off for first-purchase email subscribers
- Curated collections from industry-leading brands: Peg Perego, Diaper Genie, Hudson Baby, Graco
- Daily Giveaways on social media featuring premium baby bundles valued at over \$100

"We are thrilled buybuy BABY is back together with Bed Bath & Beyond to create key life stage shopping moments," said Marcus Lemonis, Executive Chairman and Principal Executive Officer of Beyond, Inc. "The seamless integration of curated product assortment, intuitive site experience and targeted marketing represents our commitment to meeting the needs of today's parents with our 'Welcome Baby' event."

The relaunch marks a significant milestone in Beyond, Inc.'s strategic portfolio expansion, reinforcing its position as the definitive resource for life's milestones.

Don't miss the 'Welcome Baby' grand online re-opening event – May 8 – 12 at [buybuybaby.com](https://buybuybaby.com)!

## About Beyond

Beyond, Inc. (NYSE:BYON), based in Murray, Utah, is an ecommerce-focused retailer with an affinity model that owns or has ownership interests in various retail brands, offering a comprehensive array of products and services that enable its customers to enhance everyday life through quality, style, and value. The Company currently owns Bed Bath & Beyond, Overstock, buybuy BABY, and other related brands and websites as well as a blockchain asset portfolio. The Company regularly posts information and updates on its Newsroom and Investor Relations pages on its website, Beyond.com.

Beyond, Bed Bath & Beyond, Overstock, and buybuy BABY are trademarks of Beyond, Inc. Other service marks, trademarks and trade names which may be referred to herein are the property of their respective owners.

Cautionary Note Regarding Forward-Looking Statements\This press release contains 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, including but not limited to statements regarding future sales and promotions, including size, scope, and duration of such, and any consequences associated with the sales and promotions; forward-looking statements also include statements regarding our token offering and use of tZERO, including terms, availability of information on X or otherwise, timing and availability of such token offering, and any consequences relating to such token offering or the use of the tZERO platform. 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 Annual Report on Form 10-K for the fiscal year ended December 31, 2024, filed with the SEC on February 25, 2025, and in our subsequent filings with the SEC.

Investor Relations

[ir@beyond.com](mailto:ir@beyond.com)

[pr@beyond.com](mailto:pr@beyond.com)

Source: Beyond, Inc.