

# Earrings Are Most Wanted Jewelry For Valentine's Day

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SALT LAKE CITY, Feb. 13, 2013 /PRNewswire via COMTEX/ --According to an [Overstock.com, Inc.](#) (NASDAQ: OSTK) survey of 474 of its customers, earrings are the most desired jewelry gift for Valentine's Day, with 49 percent of the survey participants choosing earrings over necklaces, rings, bracelets or watches. Surprisingly, engagement rings are less in demand this year. Only 8 percent of survey respondents designated engagement rings as their choice for a Valentine's gift.

(Logo: <http://photos.prnewswire.com/prnh/20120110/LA33954LOGO>)

"From studs to dangles, gold or silver, and with over 11,500 sets to choose from, Overstock.com has an excellent selection of great [earrings](#) for Valentine's Day," says Overstock.com acting CEO, Jonathan Johnson. "Customers will find everything from diamonds to pearls to precious stones as well as Cubic Zirconia, all at a great value, for gifts or to get ready for that special night out."

According to an Overstock.com survey:

- 31 percent plan on spending between \$50-99 on Valentine's Day related gifts and 28 percent plan on spending \$100-\$299.
- Gift recipients will be a spouse/partner said 87 percent of customers surveyed, with 46 percent buying for their children.
- Although earrings are the most wanted item, more people this year plan on buying necklaces as the jewelry gift of choice.
- Greeting cards and chocolate will be the favorite non-jewelry Valentines gift this year.

Other interesting survey findings:

- 66 percent start shopping for Valentine's Day 1-2 weeks early.
- December's holiday purchases will not impact the amount 87 percent of those surveyed will spend on Valentine's Day presents.

This survey is part of The Overstock.com Voice, a 3,000 member panel of real Overstock.com customers, who provide consumer information to the company.

## About Overstock.com

**Overstock.com** (NASDAQ: OSTK) is an online discount retailer based in Salt Lake City, Utah that sells a broad range of products including furniture, rugs, bedding, electronics, clothing, jewelry and cars. **Worldstock.com**, a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items.

**Main Street Revolution** supports small businesses across the United States by providing them a national customer base. A recent Nielsen State of the Media: Consumer Usage Report placed Overstock.com among the top five most visited mass merchandiser websites. The NRF Foundation/American Express Customer Choice Awards ranks Overstock.com #4 in customer service among all U.S. retailers. Overstock.com sells internationally under the name O.co. Overstock.com (<http://www.overstock.com> and <http://www.o.co>) 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, but are not limited to, statements regarding accuracy of the survey, forecasts of consumer behavior in alignment with survey findings, statements about available selection. Our Form 10-K for the year ended December 31, 2011, our subsequent quarterly reports on Form 10-Q, or any amendments thereto, and our other subsequent filings with the Securities and Exchange Commission identify important factors that could cause our actual results to differ materially from those contained in our projections, estimates or forward-looking statements.

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