

# Overstock.com Renews Relationship with RichRelevance

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SALT LAKE CITY, March 20, 2013 /PRNewswire/ -- **Overstock.com, Inc.** (NASDAQ: OSTK) has renewed its longstanding relationship with **RichRelevance**, a leader in dynamic personalization for commerce. RichRelevance's enhanced personalization capabilities and product recommendation innovations help Overstock.com provide a superior shopping experience that adjusts in real time as customers shop and explore. As a result, Overstock.com customers make informed purchasing decisions quickly and conveniently.

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

"RichRelevance is a great partner with a personalization solution that adds value at many levels. We have worked closely with the leadership at RichRelevance for many years," said Steve Tryon, senior vice president, Overstock.com. "They embody all of what we look for in our partners: excellence, integrity, and a laser-like focus on doing the right thing as simply and efficiently as possible. We look forward to expanding our partnership with them through exploring their other personalization offerings."

"Overstock.com and RichRelevance share a vision of putting the customer at the center of her shopping experience," said David Selinger, chief executive officer of RichRelevance. "In our work together, we've consistently expanded personalization for Overstock.com's shoppers. We're excited to enter the next phase of our partnership."

RichRelevance's most recent enhancements to its personalization solutions include expanded multi-variate testing and enhanced site analytics which allows for deeper data analysis. The industry leading platform and new tools, along with Overstock.com's internal programs, will enable the company to offer its customers some of the best and most personalized recommendations on the Web. RichRelevance was recently named the #1 solution for personalization by Internet Retailer magazine.

## 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.

## About RichRelevance

RichRelevance delivers over one billion product recommendations daily, powering the personalized shopping experiences for consumers shopping the world's largest and most innovative retail brands like Walmart, Sears, Target, Marks & Spencer and John Lewis. Founded and led by the e-commerce expert who helped pioneer personalization at Amazon.com, RichRelevance helps retailers increase sales and customer engagement by recommending the most relevant products to consumers regardless of the channel they are shopping. RichRelevance has delivered more than 8 billion in attributable sales for its retail clients to date, and is accelerating these results with the introduction of a new form of digital advertising called Shopping Media which allows manufacturers to engage consumers where it matters most—in the digital aisles on the largest retail sites in world. RichRelevance is headquartered in San Francisco, with offices in New York, Seattle, Boston, London, Munich and Paris. For more information, please visit [www.richrelevance.com](http://www.richrelevance.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, but are not limited to, statements regarding the quality and performance of RichRelevance's and Overstock.com's internal recommendation analytical programs and templates and references to future planned use of these systems. Our Form 10-K for the year ended December 31, 2012, 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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