



## Overstock.com Goes Fur Free

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Online Merchants Bring The Humane Society of the United States' List of Fur-Free Retailers and Designers to 100  
SALT LAKE CITY, July 10 (PRNewswire-FirstCall) -- At a joint news conference today, online retail giant Overstock.com, Inc. (Nasdaq: OSTK) and The Humane Society of the United States announced Overstock.com will no longer sell products online that contain animal fur effective today. With annual revenues exceeding \$700 million, Overstock.com becomes the 100th name on The Humane Society of the United States' list of fur-free retailers and designers. It is the first purely online retailer to commit to a fur-free policy.  
Overstock.com, Inc. is an online retailer offering high-quality, brand-name merchandise at discount prices. The company offers 100,000 products on their website -- including apparel, designer accessories, bed-and-bath goods and sporting goods -- in addition to nearly 700,000 media products for sale. Overstock.com also operates a socially responsible goods department, Worldstock.

Patrick M. Byrne, chairman and chief executive officer of Overstock.com said, "The Humane Society of the United States brought to our attention its issues about the fur industry. They did so in a thoughtful, measured way. We listened, and decided that they are right. So we are going fur-free."  
"We are delighted to have such a powerhouse in the online retail industry join the list of retailers and designers who reject the cruel practices of the fur industry," said Wayne Pacelle, president and CEO of The Humane Society of the United States. "By refusing to sell animal fur, Overstock.com is distinguishing itself as a compassionate and socially responsible company. The company has set a standard for others in the industry to follow."

The Humane Society of the United States urges all designers and retailers to adopt fur-free policies to protect the more than 75 million animals worldwide who suffer and die annually for their pelts. Only by refusing to sell any animal fur products can these merchandisers protect themselves and their customers from the false advertising and labeling that currently plagues the industry.  
Over the last three winters, The HSUS has identified dozens of falsely-advertised or falsely-labeled garments -- 70 percent of which contained fur from the raccoon dog, an Asian member of the dog family that has been documented to be skinned alive in China. Among the false names used for raccoon dog fur are: Faux fur, Ecological fur, Polyester, Coyote, Rabbit, Caris Latrans, Raccoon and Finni Raccoon.

The list of 100 fur-free designers and retailers is online at [humansociety.org/furfreeshopping](http://humansociety.org/furfreeshopping), and more information on The HSUS investigations is at [humansociety.org/furfree](http://humansociety.org/furfree).  
To see an interview with Byrne on Overstock.com going Fur Free, please visit [haus.org/furfree/news/overstockcoms\\_08o.html](http://haus.org/furfree/news/overstockcoms_08o.html).

Timeline:

- Feb. 2008 - EBCGMAXAZSIAGROUP pledges to go fur-free after discussion with The HSUS.
- May 2007 - Foot Locker pledges to go fur-free after discussions with The HSUS.
- March 2007 - Tommy Hilfiger pledges to go fur-free because of The HSUS investigation.
- Feb. 2007 - Calvin Klein pledges to go fur-free because of The HSUS investigation.
- Dec. 2006 - Tests commissioned by HSUS investigators find raccoon dog fur on jackets advertised as "fox" and/or labeled as other species, such as raccoon or coyote.

Overstock.com, Inc. is an online retailer offering brand-name merchandise at discount prices. The company offers its customers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory distribution channel. Overstock.com, headquartered in Salt Lake City, is a publicly traded company listed on the NASDAQ Global Market System and can be found online at [overstock.com](http://overstock.com).  
The Humane Society of the United States is the nation's largest animal protection organization -- backed by 10.5 million Americans, or one of every 30. For more than a half-century, The HSUS has been fighting for the protection of all animals through advocacy, education, and hands-on programs. Celebrating animals and confronting cruelty -- On the web at [humansociety.org](http://humansociety.org).

SOURCE: Overstock.com, Inc.

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