



Overstock.com Awarded 2008 User's Choice Award for Customer Relationship Management Excellence

September 10, 2008

Announced at the 2008 Gartner CRM Summit

SALT LAKE CITY, Sept. 10 /PRNewswire-FirstCall/ -- Tuesday, online retailer, Overstock.com, Inc. (Nasdaq: OSTK) was recognized at the 2008 Gartner Customer Relationship Management Summit as winner of the inaugural first place overall Gartner & 101 User's Choice Award for exemplary customer relationship strategy as well as the winner of the first place Gold Medal award in the field of Customer Service Optimization.

"This is a tremendous honor for Overstock," said Patrick Byrne, Overstock.com chairman and CEO. "I consider all awards Overstock receives for Customer Care as the highest honors we can receive. Customers are at the heart of Overstock.com and they drive our business. We put much hard work into figuring out how to better meet their needs."

The User's Choice award, extended to Overstock.com for demonstrating the best overall customer relations strategy and dedication to customer care, was determined by those in attendance at the summit held in Washington, D.C.

"We run our company by the voice of our customers," said Stormy Simon, Overstock.com senior vice president, marketing and customer care. "I believe that this is recognition of the fact that we've been listening to what our customers want and expect. This is humbling, and a great honor."

Overstock.com was one of three finalists selected for the User's Choice Award. For more details regarding the Gartner & 101 awards, visit <http://www.gartner.com/us/crm>.

About Overstock.com

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 <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, but are not limited to, statements regarding the level of honors the company might receive and drivers of the business. Our Form 10-K for the year ended December 31, 2007, 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.

SOURCE: Overstock.com, Inc.

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