



Overstock.com Adds Country Duo Joey+Rory as Company Spokespersons

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'A perfect fit for Overstock.com'

SALT LAKE CITY, Oct. 1 /PRNewswire-FireCall/ - Overstock.com, Inc. (NASDAQ: OSTK) today announced that the online shopping site has added country music duo Joey+Rory to the list of Overstock.com spokespersons, naming the couple as the focus of a nationwide ad campaign.

Beginning today the husband and wife team of Joey Martin and Rory Feik will be seen as the new face of Overstock.com as the company launches a new 60 second "At home with the O" ad campaign, which features two television commercials filmed at the couple's 1870's farmhouse and family restaurant near Nashville, Tenn. The first of the two commercials debuts nationally today.

"Joey and Rory are a perfect fit for Overstock.com; they represent us well and the people who shop with us," said Overstock.com's Blommy Simon, senior vice president of marketing and customer care. "They're a loving couple with strong values, and we happily welcome them to the Overstock family."

Alan Burton, Overstock.com's creative director discovered the couple during their appearance on Country Music Television's 2008 singing competition, "Can You Duet." The couple's exposure as finalists on the show opened the door to Overstock.com.

"As I watched I couldn't help but be attracted to them," Burton said. "They're immensely talented, but also humble and human -- a natural fit for Overstock.com and the customers we serve."

Joey+Rory join NBA all-star, Carlos Boozer and spokeswoman Briana Walker as representatives for Overstock.com.

"We're excited and humbled to have been singled out by Overstock.com to represent their company and their values," stated Joey+Rory. "We're honored that they recognize the value in the simplicity of our lifestyle and music and have allowed us to remain authentic."

About Overstock.com

Overstock.com, Inc. is an online retailer offering brand-name merchandise at discount prices. The company offers its customers online shopping opportunities for convenient bargains, 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 how long they will be the focus of the company's ad campaign and the suitability or fitness of spokespersons for the company. 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.