



**For Immediate Release**

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**OVERSTOCK.COM OPENS 160,000-SQUARE FOOT WAREHOUSE  
TO SUPPORT RAPID GROWTH**

*Reinforces Company's Commitment to Expand Product Selection  
And Deliver Exceptional Customer Service*

**SALT LAKE CITY, UT — September 11, 2000** — Overstock.com, the Internet leader for name-brands at clearance prices, today announced the opening of its new 160,000-square foot warehouse in Salt Lake City, Utah. The warehouse enables Overstock.com to continue its rapid sales growth, while ensuring top-notch customer service to its customers—particularly during the upcoming holiday season.

In response to averaging nearly 40 percent monthly sales growth and 25 percent gross margins since re-launching its site last summer, Overstock.com invested \$2 million in a customized warehouse that Karla Bourland, the company's president and a top expert in supply chain management, specifically designed to incorporate the flexibility and efficiency demands of Overstock.com's liquidation business. Dr. Bourland expects that this new facility can support annual sales in excess of \$150 million.

Overstock.com recently purchased more than \$11.5 million (retail value) worth of inventory from ToyTime.com, an Internet toy company that went out of business in June 2000. With plans to sell the inventory at prices below wholesale cost, Overstock.com is positioned to repeat its success of 1999's holiday season, when Media Metrix ranked the company as the fastest growing Web site last December.

"By investing in our own warehouse space, we are taking full control of the customer experience—from their initial point of purchase on the Web site to the timely delivery of the product on their doorstep," said Karla Bourland, president of Overstock.com. "This warehouse allows us to further refine our customer service—raising the bar on our already high standards—while continuing to expand our product offerings to consumers."

**About Overstock.com**

Overstock.com is the Internet leader for name-brands at clearance prices. Capitalized and managed by a team with a successful track record in value investing and managing offline and online companies, Overstock.com is a private company located in Salt Lake City, Utah. It can be found online at [www.overstock.com](http://www.overstock.com).

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