



May 15, 2012

Conn's Adds Sealy to Mattress Line-up

BEAUMONT, Texas--(BUSINESS WIRE)-- Conn's, Inc. (NASDAQ: CONN), a specialty retailer of home appliances, furniture, mattresses, consumer electronics, computers and lawn and garden products today announced that it is adding Sealy mattresses in all of its retail locations.

"Sealy is a great addition to our mattress offering," commented Theodore M. Wright, the Company's Chairman and CEO. "Sealy is the largest mattress manufacturer in the United States and we are excited to be giving our customers the ability to access their products."

As an authorized retailer for Sealy, Conn's will now offer a broad selection of Sealy brands including Sealy, Sealy Posturepedic, Stearns & Foster and Optimum. The assortment will feature both innerspring and specialty foam mattresses in a variety of styles and prices.

"We're thrilled to partner with a retailer the caliber of Conn's," says Larry Rogers, President and CEO of Sealy, Inc. "They are a retail chain that truly appreciates the potential of the bedding category and its ability to drive top-line growth and profitability."

About Conn's, Inc.

The Company is a specialty retailer currently operating 65 retail locations in Texas, Louisiana and Oklahoma: with 22 stores in the Houston area, 15 in the Dallas/Fort Worth Metroplex, seven in San Antonio, three in Austin, five in Southeast Texas, one in Corpus Christi, four in South Texas, six in Louisiana and two in Oklahoma. The Company's primary product categories include:

- Home appliances, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LCD, LED, 3-D, plasma and DLP televisions, camcorders, digital cameras, Blu-ray and DVD players, video game equipment, portable audio, MP3 players and home theater products;
- Furniture and mattresses, including furniture for the living room, dining room, bedroom and related accessories and mattresses; and
- Home office, including desktop and notebook computers, tablets, printers and computer accessories.

Additionally, the Company offers a variety of products on a seasonal basis, including lawn and garden equipment, and continues to introduce additional product categories for the home to help respond to its customers' product needs and to increase same store sales. Unlike many of its competitors, the Company provides flexible in-house credit options for its customers, in addition to third-party financing programs and third-party rent-to-own payment plans. In the last three years, the Company financed, on average, approximately 61%, including down payments, of its retail sales under its in-house financing plan.

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