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Conn's, Inc. Renews Community Relations Program With Focus On Local Heroes

Conn's Cares connecting children with heroes in their communities throughout 2017

THE WOODLANDS, Texas--(BUSINESS WIRE)-- Conn's, Inc. (NASDAQ: CONN), the Houston-based specialty retailer of furniture, mattresses, home appliances and consumer electronics, recently launched its 2017 Conn's Cares community relations initiative under the new banner theme of "Heroes Among Us." The new focus is introducing children to local role models that can teach valuable life lessons and how to be good citizens.

The Conn's Cares "Heroes Among Us" campaign will visit select schools across the company's 13-state footprint in 2017, featuring presentations from community heroes that will deliver positive and important messages to students. The premiere event was held on April 4 at Fletcher Elementary in the Company's founding city of Beaumont, Texas, which included a hero line-up of a police officer, firefighter, military service person, as well as an "everyday hero" in the community.

As part of the "Heroes Among Us" events, Conn's will make a cash donation to the participating hero agencies and donate store products to support the host schools. Conn's associates will volunteer at each event to distribute superhero capes to the students as well as a fun and interactive hero activity book, which will also be made available in all Conn's HomePlus retail locations.

"Every child deserves an opportunity to succeed," said Norm Miller, Chairman and Chief Executive Officer, Conn's, Inc. "This institutional belief has made Conn's Cares an important part of our company's culture. We are excited about the program's fresh direction in 2017 and are proud to connect students to great role models that can inspire the kids and encourage them to be their best at home, in school and around their communities."

Conn's first introduced the Conn's Cares philanthropic program in 2015 with a children's literacy focus that extended through 2016. During that time, Conn's, Inc. hosted reading parties at schools across the country where employees gave out 45,000 new books at a value of nearly \$500,000 to children in need.

About Conn's, Inc.

Conn's is a specialty retailer currently operating more than 110 retail locations in Alabama, Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.

The Company's primary product categories include:

- | Furniture and mattress, including furniture and related accessories for the living room, dining room and bedroom, as well as both traditional and specialty mattresses;
- | Home appliance, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- | Consumer electronics, including LED, OLED, Ultra HD, and internet-ready televisions, Blu-ray players, home theater and portable audio equipment; and
- | Home office, including computers, printers and accessories.

Additionally, Conn's offers a variety of products on a seasonal basis. Unlike many of its competitors, Conn's provides flexible in-house credit options for its customers in addition to third-party financing programs and third-party lease-to-own payment plans.

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