



Conn's HomePlus Expands Virginia Footprint and Opens Store in Virginia Beach

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Specialty retailer grows brand in Virginia and offers residents an affordable alternative for home products

HOUSTON, Aug. 17, 2018 /PRNewswire/ -- Conn's, Inc. (NASDAQ: CONN), the Houston-based specialty retailer of furniture, mattresses, home appliances and consumer electronics, announced the opening of Conn's HomePlus™ in Virginia Beach.



Located in the Princess Anne Plaza at 3421 Virginia Beach Blvd, the latest opening expands the Conn's HomePlus footprint in Virginia. In addition to the Virginia Beach location, the brand currently operates one location in Richmond and is scheduled to open doors to shoppers in Portsmouth, Richmond and Hampton this fall. New store openings are slated for September 8th, October 19th and November 9th, respectively. A grand opening event to celebrate the statewide expansion is scheduled for November 3, 2018. Currently, the company operates 119 stores in 14 states.

"As we expand the Conn's HomePlus footprint on the east coast, we are excited to increase our presence in Virginia," said Norm Miller, Conn's Chairman and CEO. "The expansion planned throughout the state will open more opportunities to positively impact the customers and communities we serve."

Offering area residents a fresh alternative for affordable home shopping needs, the new 37,500 sq. ft. Conn's HomePlus™ store showcases a variety of furniture and décor, mattresses, top-of-the-line appliances, consumer electronics and home office products. Shoppers will also enjoy brand differentiators, including the option of next day delivery and flexible payment plans tailored to individual needs. Whether customers have good credit, no credit or are working towards a specific credit goal, Conn's HomePlus will help make it happen with payment plan options for everyone.

For more information on Conn's HomePlus, please visit <http://www.conns.com>.

About Conn's, Inc.

Conn's HomePlus is a specialty retailer currently operating 119 retail locations in Alabama, Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

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 traditional and specialty mattresses;
- Home appliance, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LED, OLED, QLED, Ultra HD, and internet-ready televisions, gaming consoles, home theater and portable audio equipment; and
- Home office, including computers, printers and accessories.

Additionally, Conn's HomePlus offers a variety of products on a seasonal basis. Unlike many of its competitors, Conn's HomePlus 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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