



March 24, 2016

Conn's Announces Second Year of Conn's Cares Community Giving Program

Houston-based retailer expanding reach of its literacy advocacy in 2016

THE WOODLANDS, Texas--(BUSINESS WIRE)-- Furniture and specialty home goods retailer Conn's, Inc. (NASDAQ: CONN), today announced it is activating its Conn's Cares philanthropic program for the second year. The Company is partnering with First Book and Little Free Library — organizations that have been recognized by the Library of Congress for their excellence in the advancement of literacy — to expand the literacy focus of Conn's Cares.

As part of the 2016 Conn's Cares program, the Company will donate more than \$100,000 worth of new books to children living in low-income communities through First Book and distribute more than 50 Little Free Libraries to select communities it serves across Conn's 12-state footprint.

This will be the second year of Conn's partnership with First Book, a nonprofit social enterprise that provides books, school supplies and other resources to help children in need learn. Conn's will work with First Book to facilitate reading parties at schools and orchestrate an in-store program that distributes books to local children in every market the Company serves. Conn's will also donate furniture to create reading nooks in select schools.

Reading parties have a special place in the history of Conn's, going back to when the Company's employees and founder would regularly read to children in the schools of Conn's founding city of Beaumont, Texas.

2016 is the first year of Conn's partnership with Little Free Library, an organization that works to connect communities through reading. Conn's is purchasing and distributing the libraries — small, handcrafted houses that are posted in communities to encourage the exchanging of books.

"Conn's has a tradition of giving back, and the Conn's Cares program provides us with a great opportunity to further connect with the communities we serve and promote the importance of reading to children," said Norm Miller, President and CEO, Conn's. "We are proud to partner with First Book and Little Free Library to continue and build upon this great program."

The 2016 Conn's Cares program will kick off in April in McAllen, Texas, with the first book reading party and Little Free Library donation.

About Conn's, Inc.

Conn's is a specialty retailer currently operating approximately 100 retail locations in Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.

Conn's primary product categories include:

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

Conn's was included in Fortune magazine's 2015 list of the fastest growing companies and was named a 2015 Hot Retailer by the National Retail Federation.

About First Book

First Book is a nonprofit social enterprise that has distributed more than 150 million books and educational resources to programs and schools serving children from low-income families through the United States and Canada. By making new, high-quality books available on an ongoing basis, First Book is transforming the lives of children in need and elevating the quality of education. For more information, visit firstbook.org or follow the latest news on Facebook and Twitter.

About Little Free Library

Little Free Library is a 501c3 nonprofit organization with a mission to connect neighborhoods around the love of reading by placing free book exchanges worldwide. Currently, the organization is working to increase the number of Little Free Libraries in the United States and around the globe, including an initiative to place 100,000 of their book exchanges across America by the end of 2016. To learn more about the Library of Congress recognition and how to be involved in the Little Free Library mission please visit: www.littlefreelibrary.org.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160324005257/en/>

Conn's, Inc.
Jamie Pierce, 936-206-3154

Source: Conn's, Inc.

News Provided by Acquire Media