



February 17, 2016

Conn's Celebrates Grand Openings of Six Stores in its Fiscal Year Fourth Quarter

Company Plans to Continue Steady Pace of New Store Openings in 2016

THE WOODLANDS, Texas--(BUSINESS WIRE)-- Furniture and specialty home goods retailer Conn's, Inc. (NASDAQ:CONN), celebrated the grand openings of six stores during the final quarter of its 2016 fiscal year (November 2015-January 2016). The new stores underline the Company's strategic growth and expanding footprint that now includes more than 100 retail locations in 12 states.

During this period, Conn's HomePlus® stores marked grand openings in Charlotte, N.C.; Fayetteville, N.C.; Greensboro, N.C.; Las Vegas, Nev.; Phoenix, Ariz.; and Winston-Salem, N.C. In the past 18 months, Conn's store count has grown by 20 percent.

"Opening these new stores capped a significant year for our Company and reinforces the success of our retail model and popular YES MONEY in-store credit program," said Norm Miller, Conn's CEO. "In every market we touch, our dedicated store associates give customers smart financing options on great products through YES MONEY, and this is what is driving our growth across the country."

YES MONEY® gives consumers the ability to purchase high quality goods at low monthly payments they can afford, even if they have been turned down elsewhere. The ability to make aspirational items affordable has led to more than 90 percent of surveyed customers stating that they would recommend Conn's to family and friends.

The Company plans to continue to grow during its fiscal 2017 year. The first stores to open this year include Alexandria, La.; Antioch, Tenn.; Las Vegas, Nev.; Monroe, La.; and North Charleston, S.C.

About Conn's, Inc.

Conn's is a furniture and specialty retailer currently operating in more than 100 retail locations in 12 states: Arizona, Colorado, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.

Conn'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 LCD, LED, 3-D and Ultra HD, Blu-ray players, home theater and portable audio equipment;
- | 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.

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements include information concerning the Company's future financial performance, business strategy, plans, goals and objectives. Statements containing the words "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "project," "should," or the negative of such terms or other similar expressions are generally forward-looking in nature and not historical facts. We can give no assurance that such

statements will prove to be correct, and actual results may differ materially. A wide variety of potential risks, uncertainties, and other factors could materially affect the Company's ability to achieve the results either expressed or implied by the Company's forward-looking statements including, but not limited to: general economic conditions impacting the Company's customers or potential customers; the Company's ability to execute periodic securitizations of future originated customer loans including the sale of any remaining residual equity on favorable terms; the Company's ability to continue existing customer financing programs or to offer new customer financing programs; changes in the delinquency status of the Company's credit portfolio; unfavorable developments in ongoing litigation; increased regulatory oversight; higher than anticipated net charge-offs in the credit portfolio; the success of the Company's planned opening of new stores; technological and market developments and sales trends for the Company's major product offerings; the Company's ability to protect against cyber-attacks or data security breaches and to protect the integrity and security of individually identifiable data of the Company's customers and employees; the Company's ability to fund its operations, capital expenditures, debt repayment and expansion from cash flows from operations, borrowings from the Company's revolving credit facility, and proceeds from accessing debt or equity markets; the ability to continue the repurchase program; and other risks detailed in the Company's most recent SEC reports, including but not limited to, the Company's Annual Report on Form 10-K and the Company's Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. If one or more of these or other risks or uncertainties materialize (or the consequences of such a development changes), or should our underlying assumptions prove incorrect, actual outcomes may vary materially from those reflected in our forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. We disclaim any intention or obligation to update publicly or revise such statements, whether as a result of new information, future events or otherwise. All forward-looking statements attributable to us, or to persons acting on our behalf, are expressly qualified in their entirety by these cautionary statements.

View source version on [businesswire.com](http://www.businesswire.com/news/home/20160217005263/en/): <http://www.businesswire.com/news/home/20160217005263/en/>

for Conn's, Inc.
Lee Jones, 612-677-2242
lee.jones@onesimpleplan.com

Source: Conn's, Inc.

News Provided by Acquire Media