



September 15, 2005

## **Conn's Opens New Dallas Distribution Center**

BEAUMONT, Texas, Sep 15, 2005 -- Conn's, Inc. (NASDAQ/NM:CONN), a specialty retailer of home appliances, consumer electronics, computers, mattresses and lawn and garden equipment, today announced that it began operating its new 150,000-square-foot distribution center in the Dallas/Fort Worth market in early September. The new center is located between Dallas and Fort Worth in Carrollton, Texas. The new facility replaces a cross dock that the company previously used for home delivery distribution operations since it initially expanded into the Dallas/Fort Worth market over 20 months ago. Conn's new distribution center will enable the company to serve an even broader area of north Texas with the capability to serve a 200-mile radius. Conn's has retained its existing facility for its Dallas Metroplex service center.

Conn's Chairman and CEO, Tom Frank, stated, "This new center is the culmination of a distribution plan that we began when we entered the Dallas/Fort Worth market nearly two years ago. This move is a result of our concentration of stores in this area and the growth that we have experienced in that market."

The company now operates four regional distribution centers in Houston, San Antonio, Dallas and Beaumont, Texas, and three cross docks located in Austin, Texas, Harlingen, Texas, and Lafayette, Louisiana. Conn's also announced the opening of its twelfth store in the Dallas/Fort Worth market with plans to open more stores in the future in Dallas/Fort Worth, Houston, San Antonio, South Texas and other locations.

This press release contains forward-looking statements that involve risks and uncertainties. Although the Company believes that the expectations reflected in such forward-looking statements will prove to be correct, the Company can give no assurance that such expectations will prove to have been correct. Further information on risk factors is included in the Company's filings with the Securities and Exchange Commission, including the Company's annual report on Form 10-K filed on April 5, 2005. You are cautioned not to place undue reliance on these forward-looking statements. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.

SOURCE: Conn's, Inc.