



Conn's HomePlus Joins Forces with the Cam Newton Foundation, Bringing Holiday Cheer to Charlotte Non-Profits

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Conn's HomePlus surprises four local organizations during annual Santa Cam's Surprise Sleigh

CHARLOTTE, N.C., Dec. 12, 2018 /PRNewswire/ -- Continuing its mission of positively impacting non-profit organizations, Houston-based specialty retailer, Conn Appliances, Inc. (NASDAQ: CONN), joined forces with the Cam Newton Foundation for its annual "Santa Cam's Surprise Sleigh" to make it happen this holiday season, across the Charlotte-Mecklenburg area. In the spirit of giving, Conn's HomePlus, through its charitable arm, Conn's Cares, contributed a mix of cash and in-kind product donations valued at \$50,000, to impact four area non-profit organizations.



Conn's HomePlus, a retailer of furniture, mattresses, home appliances and consumer electronics, is committed to philanthropic initiatives in the communities it serves. "We are thrilled to support the Cam Newton Foundation and the work this organization does on behalf of the Charlotte area community," said Norm Miller, chief executive officer of Conn's HomePlus. "Conn's HomePlus believes in giving back, and the Conn's Cares program provides a platform to make a difference by working with organizations like the Cam Newton Foundation."

From the area's largest food bank to an organization working to end homelessness, from a Latino/Hispanic-based wellness center to a center focused on providing educational opportunities to underserved children, Conn's HomePlus helped surprise deserving organizations through curated "sleigh stops."

"Santa Cam's Surprise Sleigh," presented by Conn's HomePlus, extended holiday joy to the following organizations:

- **Second Harvest Food Bank of Metrolina**
Donation included \$10,000 in Conn's HomePlus gift cards to the food bank for a very important grant program to assist its partner affiliates with new appliances — ultimately impacting a number of Charlotte area non-profits.
- **The Urban Ministry Center**
Contribution included a \$5,000 in-kind donation for the purchase of mattresses, furniture, and other essentials to help its shelter and other program partners. Conn's HomePlus also contributed to the \$15,000 cash donation to the center.
- **The Bethlehem Center of Charlotte**
Surprised kids and families, with a Computer Lab/Tech Center upgrade, including new HP laptops equipped with one-year Office 360 licenses, as well as a cash contribution, where a portion will be used toward establishing internet at the center.
- **Camino Community Center**
In-kind contribution of \$5,000, in addition to cash that will be used to purchase laptops and appliances for the center's many community programs and help provide necessary resources as the center expands to service a greater number of community members.

"The Cam Newton Foundation is proud to partner with Conn's HomePlus for our fifth annual Santa Cam program," said Cam Newton, Founder of the Cam Newton Foundation. "Together, the CNF and Conn's HomePlus are able to collectively help more families and youth during the holiday season. We appreciate their support and seeing the faces of people across the Charlotte Metro area."

Through initiatives facilitated as part of Conn's Cares, nearly \$570,000 in funds and products has been donated by Conn's HomePlus to local, community-based charitable organizations since 2017.

To learn more about Conn's Cares please visit <https://www.conns.com/conns-cares>.

About Conn's, Inc.

Conn's HomePlus is a specialty retailer currently operating more than 121 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 both traditional and specialty mattresses;
- Home appliance, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LED, QLED, OLED, Ultra HD, and internet-ready televisions, gaming consoles, home theater and portable audio equipment; and
- Home office, including computers, printers and accessories.

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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