



## Conn's HomePlus Enters Montgomery Market

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**Specialty retailer grows brand in Alabama, offering area residents an affordable alternative for home products**

HOUSTON, Feb. 27, 2019 /PRNewswire/ -- Conn's, Inc. (NASDAQ: CONN), the Houston-based specialty retailer of furniture, mattresses, home appliances, and consumer electronics, announces expansion into the Montgomery market, opening a Conn's HomePlus™ store in the Promenade shopping center, located at 2424 Eastern Blvd.



Joining a three-year-old store in Huntsville, Montgomery marks the second location in Alabama, bringing total operating units to 125 across 14 states. It comes on the heels of other business debuts on Eastern Boulevard, continuing the trend of a burgeoning economy in the area. A grand opening event to celebrate the new store is scheduled for April 13, 2019.

"This is an exciting time for Conn's HomePlus, as we open our second store in Alabama," said Norm Miller, Conn's HomePlus Chairman and CEO. "We are committed to being a key player in the growing economy and look forward to connecting with the people of the community."

Offering area-residents a unique alternative for affordable home shopping, the new 43,441 sq. ft. Conn's HomePlus™ showcases a variety of furniture, mattresses, top-of-the-line appliances, consumer electronics, and home office products. Shoppers will also enjoy brand differentiators, including flexible payment plans tailored to individual needs. Whether customers have good credit, no credit, or are working toward a specific credit goal, Conn's HomePlus can help make it happen.

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 120+ 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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