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## **Conn's, Inc. and Assurant Solutions Renew Partnership to Provide Consumers Product Protection and Repair Service Plans**

BEAUMONT, Texas--(BUSINESS WIRE)-- Specialty retailer Conn's, Inc. (NASDAQ/NM: CONN) and Assurant Solutions, a global specialty insurance and risk management company, today announced an extension of their long-term partnership to offer product protection and repair service plans to Conn's customers. The program, which protects customers if their covered products malfunction, is an important component of the value proposition that Conn's delivers to consumers.

Conn's will continue to offer product protection and repair service plans under the agreement to all shoppers who purchase consumer electronics, home appliances or computers at any of their 71 retail and clearance stores.

"We are very appreciative of the long-term relationship we have with Assurant Solutions," commented Mike Poppe, Conn's chief financial officer. "We believe it is important for us to offer our customers the ability to protect themselves against the risk of unplanned repair expenses related to the products they buy from us and that are important to their daily lives. Additionally, the repair service agreement enables the customer to make sure the products they finance with us continue to work while they are making their monthly payments."

Assurant Solutions has provided extended service protection plans for Conn's since 1998.

"We are proud to extend our relationship with Conn's for another five years," said Joe Erdeman, president of Assurant Solutions' extended service contract business. "By providing Conn's customers with a high-value offering, our product protection and repair service plans further enhance customer loyalty with reliable service support."

### **About Conn's, Inc.**

The Company is a specialty retailer currently operating 71 retail locations in Texas, Louisiana and Oklahoma: with 23 stores in the Houston area, 18 in the Dallas/Fort Worth Metroplex, eight in San Antonio, three in Austin, five in Southeast Texas, one in Corpus Christi, four in South Texas, six in Louisiana and three in Oklahoma. It sells home appliances, including refrigerators, freezers, washers, dryers, dishwashers and ranges, and a variety of consumer electronics, including LCD, LED, 3-D, plasma and DLP televisions, camcorders, digital cameras, computers and computer accessories, Blu-ray and DVD players, video game equipment, portable audio, MP3 players, GPS devices and home theater products. The Company also sells furniture for the living room, dining room, bedroom and related accessories, and mattresses, as well as lawn and garden equipment, and continues to introduce additional product categories for the home to help respond to its customers' product needs and to increase same store sales. Unlike many of its competitors, the Company provides flexible in-house credit options for its customers. In the last three years, the Company financed, on average, approximately 60% of its retail sales under its in-house financing plan.

### **About Assurant Solutions**

Assurant Solutions businesses develop, underwrite, market and administer specialty insurance, extended service contracts and other risk management solutions through collaborative relationships with leading financial institutions, retailers, automobile dealers, funeral homes, manufacturers, wireless carriers and other entities. With operations in 25 locations, including executive offices in Atlanta, Ga., Assurant Solutions serves clients and their customers in 12 countries throughout North America, the Caribbean, Latin America, Europe and Asia.

Assurant Solutions is also part of Assurant, a premier provider of specialized insurance products and related services in North America and worldwide markets. Assurant, a Fortune 500 company and a member of the S&P 500, is traded on the New York Stock Exchange under the symbol AIZ. Assurant has over \$27 billion in assets and \$8 billion in annual revenue.

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