



November 12, 2015

Conn's Opens 100th Store In Las Vegas

Company poised for sustained growth in coming years

NORTH LAS VEGAS, Nev.--(BUSINESS WIRE)-- Conn's, Inc., the Houston-based furniture and specialty home goods retailer, today celebrated the opening of its milestone 100th store.

The new, 52,000 sq.-ft. centennial Conn's HomePlus store at 2201 Civic Center Dr. in North Las Vegas is an example of the Company's rapid growth to become a national retailer. In the past 18 months, Conn's has seen a 20 percent increase in the number of stores opened. The Company is on schedule to open between 15 and 18 stores in its current fiscal year, which ends on January 31, 2016. Conn's plans to open as many as 25 stores in its 2017 fiscal year with potential to reach 500 locations across the country.

Conn's HomePlus offers high-quality and affordable products, specializing in furniture and mattresses, home appliances, consumer electronics and home office products.

"This is a significant milestone for Conn's that underscores the hard work and unrelenting focus on customer service that has sustained our Company for 125 years," said Conn's Chief Executive Officer Norm Miller. "Our continued national growth also reinforces how our exclusive, in-house credit program serves a growing and underserved market that needs affordable credit options in order to purchase important goods for their home."

At the core of Conn's continued growth and success is its in-house credit program called "YES MONEY[®]," which offers consumers the chance 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.

Caring About Las Vegas

To mark the 100th store milestone, Conn's executives and local employees visited Quannah McCall Elementary School of North Las Vegas on Thursday, Nov. 12, for a book reading party. At the event, Conn's donated 1,000 books to students and a furniture set to serve as a "book reading nook" for the school's library.

Conn's also presented the school with a [Little Free Library](#) — which are small, hand-crafted community book exchanges — that students will care for. Conn's will deploy five total Little Free Libraries in North Las Vegas to foster the love of reading within the community.

The event's literacy theme extends the 2015 focus of Conn's philanthropic program, Conn's Cares, which helps improve the communities it serves by empowering children. Conn's is donating more than \$300,000 worth of new books in 2015 with its partner, First Book, a nonprofit social enterprise that puts new books in the hands of children who need them most.

About Conn's, Inc.

Conn's is a furniture and specialty retailer currently operating 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.

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Source: Conn's, Inc.

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