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For Immediate Release

overstockArt.com Launches New E-Commerce Website

New Website Design Makes Shopping for Art Online Easier Than Ever

Wichita, Kan., Aug. 8, 2012 – overstockArt.com today announces the launch of its freshly designed e-commerce website at www.overstockArt.com. With more than 100,000 wall décor combinations to choose from in stock at all times, the home décor retailer is a premier shopping destination for hand painted fine art reproductions online.

“Giving our website a new look allows us to create a more luxury feel to our brand and makes shopping at overstockArt.com a more user-friendly and enjoyable experience,” said David Sasson, CEO of overstockArt.com. “The new design will give people easier access to our products, display the art in a more clean and extravagant manner and offer a plethora of tools to gauge how the art and frame will look like in your own home.”

Some of the site’s advancements include:

- Easy navigation: improved search and navigation
- Fresh design and layout: cleaner design and layout on homepage and category pages and streamlined cart and checkout
- Personalization: product recommendations, integrated community features, enhanced social networking integration

Many of the site’s features, such as its innovative augmented reality tool “In Room View,” remain the same.

The redesign was done by SolidCactus, a Web.com, NetworkSolutions company. In the design process overstockArt.com involved an extensive amount of customer feedback, A/B Testing and in-depth internal meetings to find the right design. overstockArt.com plans to integrate incremental improvements to the site on an ongoing basis.

About overstockArt.com:

Founded in 2002, overstockArt.com is one the web’s leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and interactive mobile apps for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine’s 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list and 2011 and 2012 Second 500 Guides, and was recognized with the STELLAService Seal for excellent customer service. For more information, visit www.overstockart.com.

