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For Immediate Release

overstockArt.com Releases New Push Notification Enabled iPad and iPhone Apps

Online Retailer Takes Mobile Strategy to Next Level With New Features That Further Engage Mobile Users With Real-Time Updates, News and Special Offers

Wichita, Kan., May 16, 2012 – overstockArt.com is announcing today the launch of the new official versions of its iPad and iPhone apps. Already lauded for its innovative apps which feature an augmented reality tool that allows users to virtually decorate their walls, the popular online art gallery is taking its mobile strategy to the next level by introducing a new push notification feature in its apps.

The new features for each app include:

- **Notifications** – Customers will now immediately be informed about deals, events, sales and new arrivals with the new push notification feature.
- **Promotional screen** – The promotional screen will show customer's overstockArt.com's most current promotion so they can shop right within the app.
- **Images** – Added new walls to the augmented reality "View Art in Room" feature and updated the images of the art in the gallery.

"We consider the 10,000 users who have downloaded our iPad and iPhone apps our loyal customers," said David Sasson, CEO of overstockArt.com. "The goal of the updates is to make it easier for these loyal customers to know what's happening at overstockArt.com and to provide them first dibs on our promotions."

overstockArt.com's iPad and iPhone apps are free to download from the App Store. Download overstockArt.com [Oil Paintings HD](http://overstockArt.com) for iPad and [overstockArt.com Oil Paintings](http://overstockArt.com) for iPhone.

overstockArt.com launched its iPhone app in June 2011, shortly after the company began its strategic approach to mobile marketing. Last November, the online retailer released its Android app, followed by the iPad app in April 2012. overstockArt.com also optimized its web site for the mobile web in 2011. An updated version of the Android app including these new features is in the works. To learn more about overstockArt.com's mobile offerings, visit www.overstockart.com/mobileapps.html.

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About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's most successful distributors of wall décor items. With more than 100,000 wall décor combinations to choose from in stock at all times, overstockArt.com has become a premier shopping destination for fine art reproductions online. The Wichita, Kan. based online art gallery was named to Inc. Magazine's 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and inaugural Second 500 Guide, and was recognized with the STELLAService Seal for excellent customer service. The retailer also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. For more information, visit www.overstockArt.com.

