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For Immediate Release

overstockArt.com Achieves Record Sales on Cyber Monday

Single Day Sales Record Broken on Cyber Monday 2012 With 48 Percent Increase in Sales From 2011

Wichita, Kan., Dec. 11, 2012 – The popular online gallery, overstockArt.com, is pleased to announce its record Thanksgiving weekend and Cyber Monday sales.

Highlights from the five-day Thanksgiving shopping period, Nov. 22 to Nov. 26, 2012, in comparison to the same extended shopping period in 2011, include:

- 20 percent growth in sales revenue for the time period.
- Cyber Monday sales increased 48 percent and order placement increased 29 percent making it the ecommerce site's largest retail day in history.

Cyber Monday 2012 was the largest online sales day of all time topping off at \$1.98 billion, a 17 percent growth versus last year, according to the [Adobe Digital Index](#), overstockArt.com's sales increase was 31 percent higher than this, "The holiday season is traditionally our busiest sales time of the year, but the numbers we saw over the holiday weekend and on Cyber Monday were overwhelming," stated David Sasson, founder and CEO of overstockArt.com.

In its Thanksgiving weekend shopping sales research, overstockArt.com also found that:

- Email marketing created a 42 percent increase in traffic to the site, 28 percent increase in revenue and 30 percent increase in transactions.
- Google organic traffic was down 40 percent due to the changes in the Google Algorithm, which according to Sasson is hitting online retailers hard.

"We are pleased to realize the success of our holiday weekend promotions and email marketing campaign," Sasson stated. "We provided our Gallery Insider Club members with unique opportunities to save substantially on Black Friday, Small Business Saturday and Cyber Monday and the numbers show that Gallery Insiders took notice of the email marketing campaign promoting these special offers."

overstockArt.com is offering several promotions during the remainder of the holiday season, including:

- [overstockArt.com Makeover Pin It to Win It Sweepstakes](#): Enter for a chance to win a \$500 overstockArt.com gift card in the "overstockArt.com Makeover Pin It to Win It Sweepstakes." Entry is simple, a customer just needs to create an "overstockArt Makeover Sweeps" board using their account on [Pinterest](#), pin five images from a selection provided by the online retailer to the board, and then register the board at www.overstockart.com/pinit-contest.html. The sweepstakes runs through Wednesday, Dec. 19, 2012.
- [Insider's Club specials](#): overstockArt.com Gallery Insider Club members have daily special offers and promotions. It is free to join and take advantage of these savings.

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- **Shipping:** Ground shipping is always free of charge at overstockArt.com. Free Shipping with guaranteed Christmas delivery is available until Wednesday, December 19 at 12 P.M. CST.
- **Returns:** overstockArt.com has a no hassle return policy - return shipping is always covered by the company.

To learn about more promotions being offered this holiday season, visit overstockArt.com's Art Gift Center at www.overstockart.com/giftcenter.html.

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 an interactive mobile app 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.

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