

IMMEDIATE RELEASE

Bumbalooza Products Featured on Overstock.com Farmer's Market

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Charlotte, NC –Bumbalooza LLC announced today their partnership with the online shopping site, Overstock.com's new Farmer's Market division.

Bumbalooza is newly featured in Overstock.com's Farmer's Market store, which helps customers discover fresh, artisanal foods and local fare delivered to their front door. Bumbalooza will be selling its gluten-free, nut-free, GMO-free products in a variety of combinations, such as Breakfast Lover's, Gluten-Free Goodness Starter Pack, and Favorites bundles .

"It's exciting to see Internet giants like Overstock.com take an interest in the artisan, gourmet food space," says Holly Paeper, Partner at Bumbalooza. "With their tremendous reach combined with the unique, high quality products of local gems like Bumbalooza, a whole new category of customers will have access to local favorites," she adds.

"Overstock.com is thrilled to be venturing into the Farmer's Market world. It's great to see Bumbalooza's fine products offered to our customer base," said Patrick M. Byrne, chairman and CEO of Overstock.com

About Bumbalooza

Bumbalooza, LLC is a Cornelius, NC based baking mix business. It specializes in all-natural, hand-crafted, GMO-free, nut-free and gluten-free baking mixes with artisan sugars and whole grain flours. Bumbalooza products truly make the world smaller, one bite at a time™. Each family-friendly product is linked to a different region of the world with fun in-box and web site activities to help parents create learning moments while waiting for the oven timer to go off. Bumbalooza is bringing the fun back into baking. For more information, please visit <http://www.bumbalooza.com/>.

About Overstock.com

Overstock.com (NASDAQ: OSTK) is a discount online shopping retailer based in Salt Lake City, Utah that sells a broad range of products including furniture, rugs, bedding, electronics, clothing, jewelry and cars. Worldstock.com, a fair trade department dedicated to selling artisan-crafted products from around the world offers additional unique items. Main Street Revolution supports small businesses across the United States by providing them a national customer base. The Nielsen State of the Media: Consumer Usage Report placed Overstock.com among the top five most visited mass merchandiser websites in 2011. The NRF Foundation/American Express 2011 Customer Choice Awards ranked Overstock.com #4 in customer service among all U.S. retailers. Overstock.com sells internationally under the name O.co. Overstock Shopping (<http://www.overstock.com> and <http://www.o.co>) regularly posts information about the company and other related matters under Investor Relations on its website.

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