



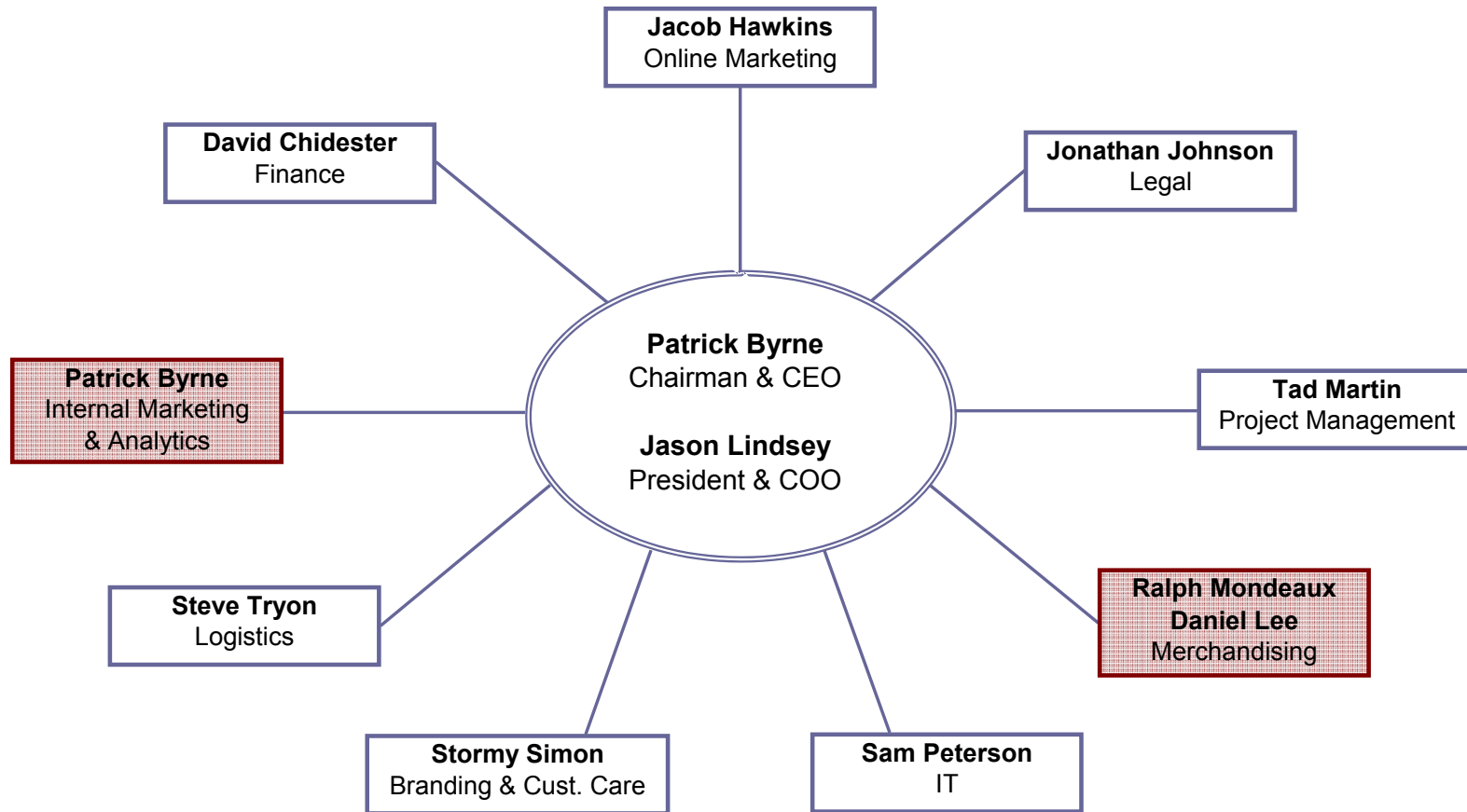
# Overstock.com, Inc. Q2 2006 Financial Results Presentation

July 28, 2006



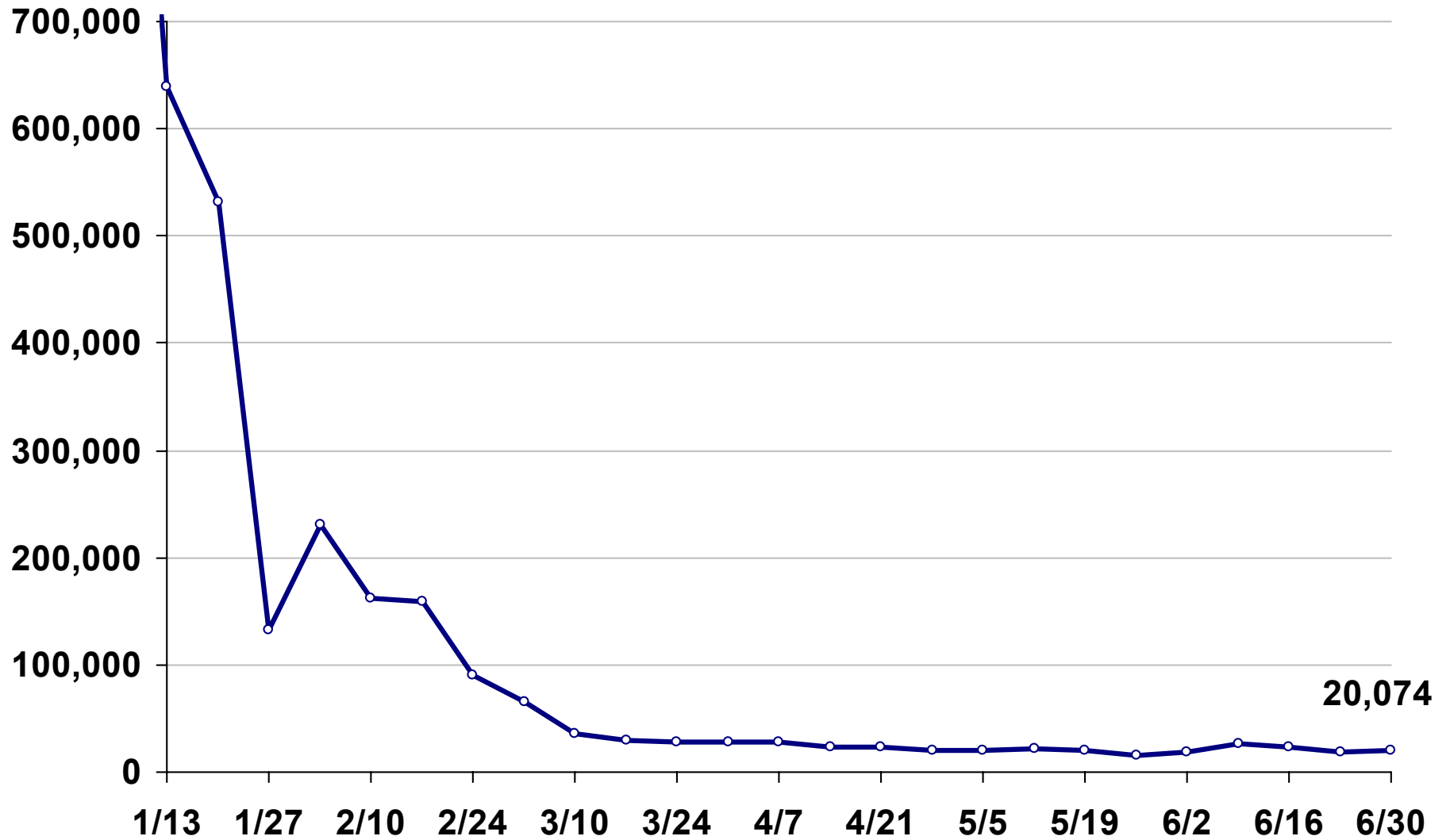
The following information contains, or may be deemed to contain, “forward-looking statements” (as defined in the U.S. Private Securities Litigation Reform Act of 1995). By their nature, forward-looking statements involve risk and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The future results may vary from the results expressed in, or implied by, the following forward-looking statements, possibly to a material degree. For a discussion of some of the important factors that could cause the results to differ from those expressed in, or implied by, the following forward-looking statements, and for definition of the non-GAAP term “Gross Bookings,” please refer to documents that the Company files with the SEC, including but not limited to, its most recent reports on forms 10-K, 10-Q, 8-K and S-1. The Company undertakes no obligation to update or revise any forward-looking statements.

# Management Changes



- Order flow management
- Customer care
- Inventory management

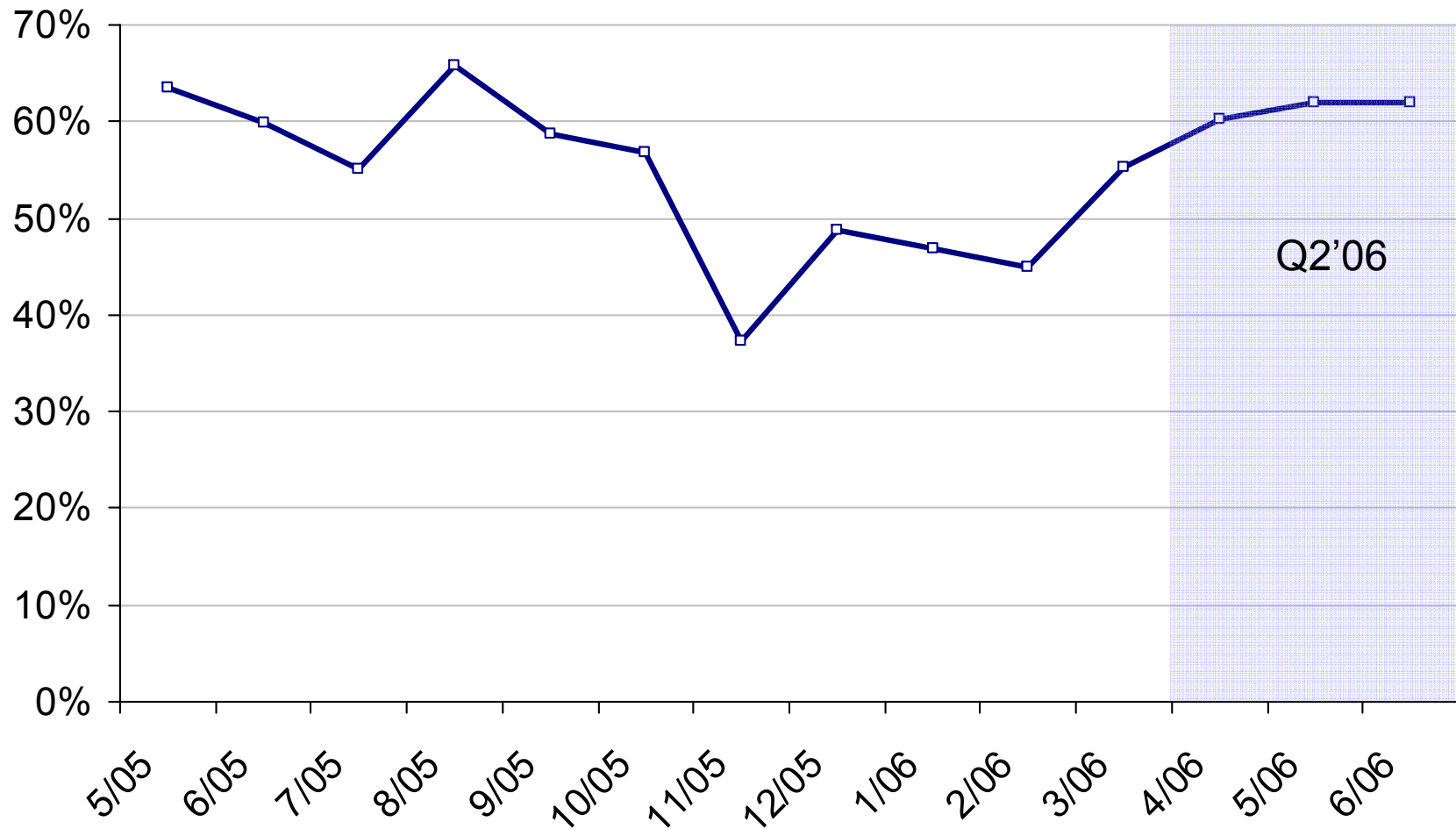
# Order Flow Management Score



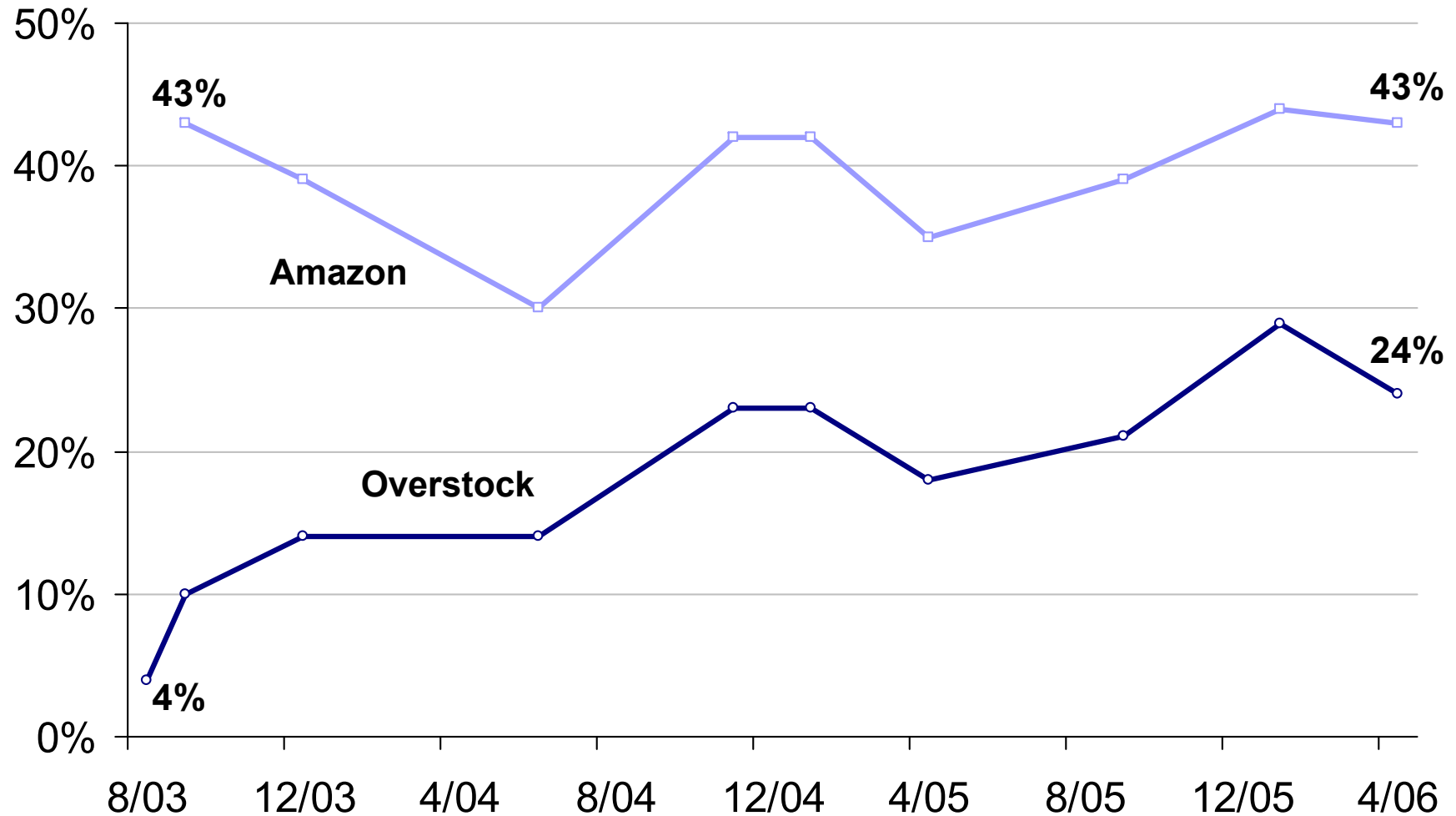
## How to calculate the Net Promoter Score

- “Would you recommend Overstock to a friend?”
- Scale of 1-10
- 9 and 10 are Promoters
- 1 through 6 are Detractors
- NPS is the %Promoters less the %Detractors

Net Promoter Score

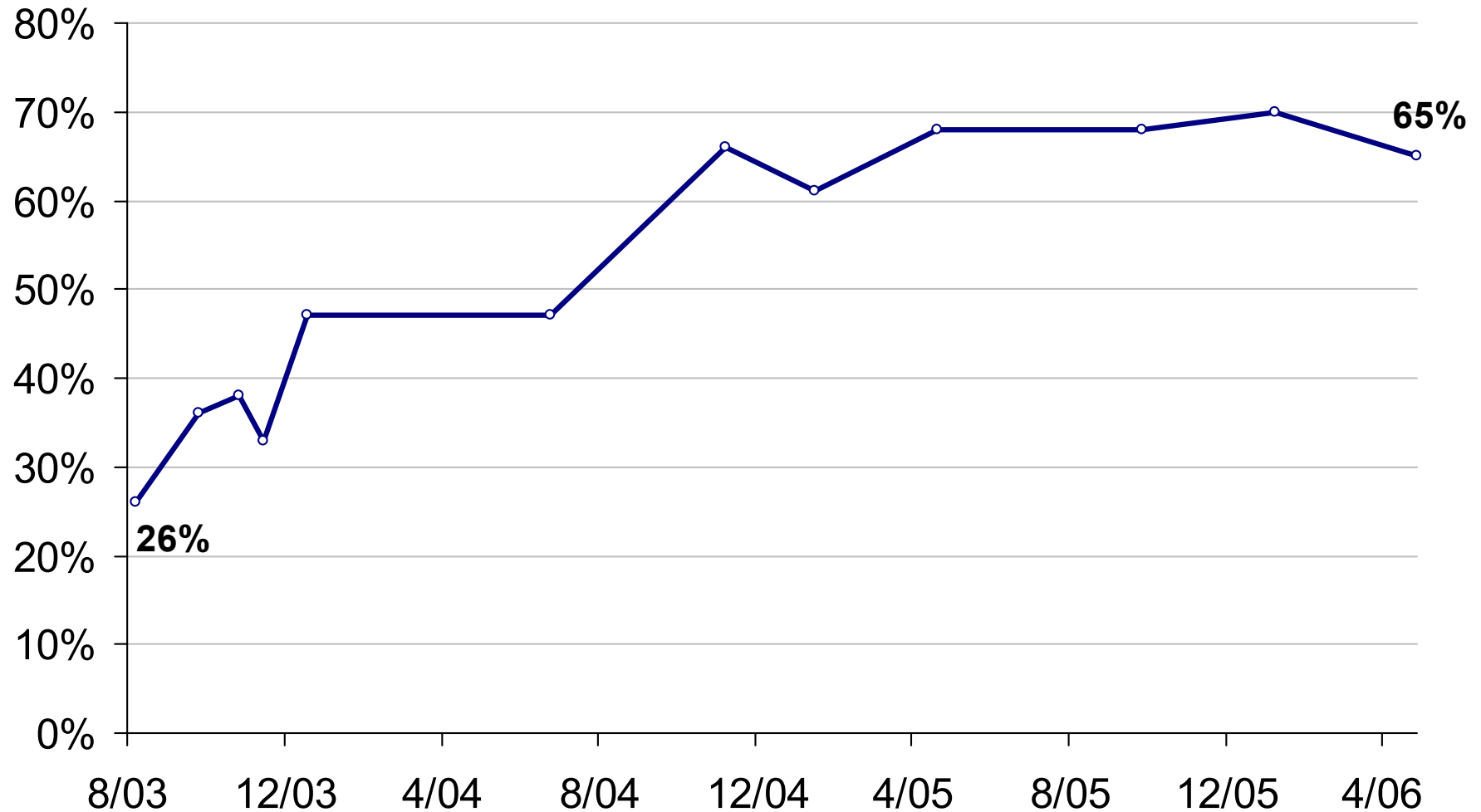


Unprompted name recognition for Overstock and Amazon by all consumers



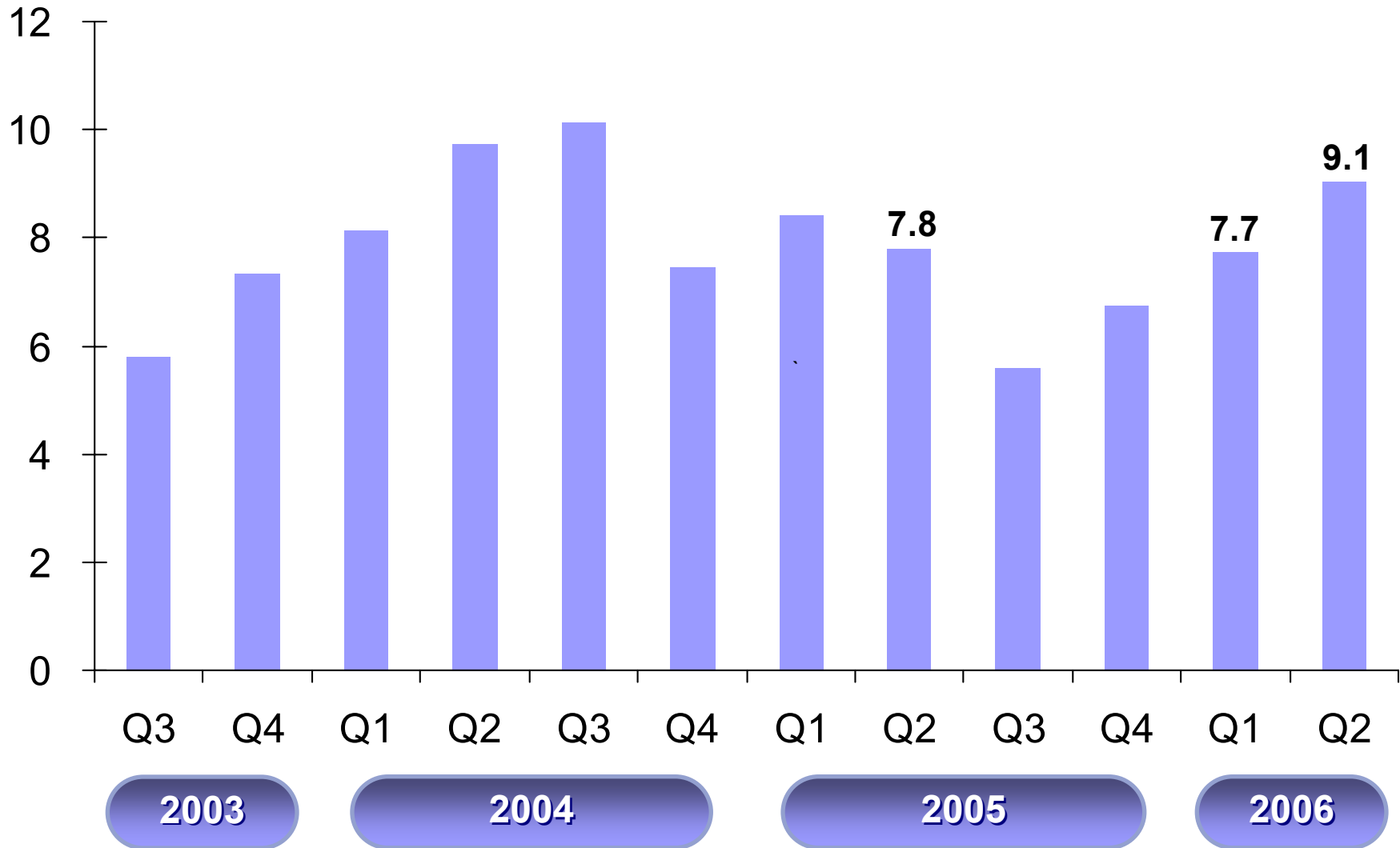
Source: Abacus Associates; Survey of all consumers

Prompted name recognition for Overstock by web shoppers

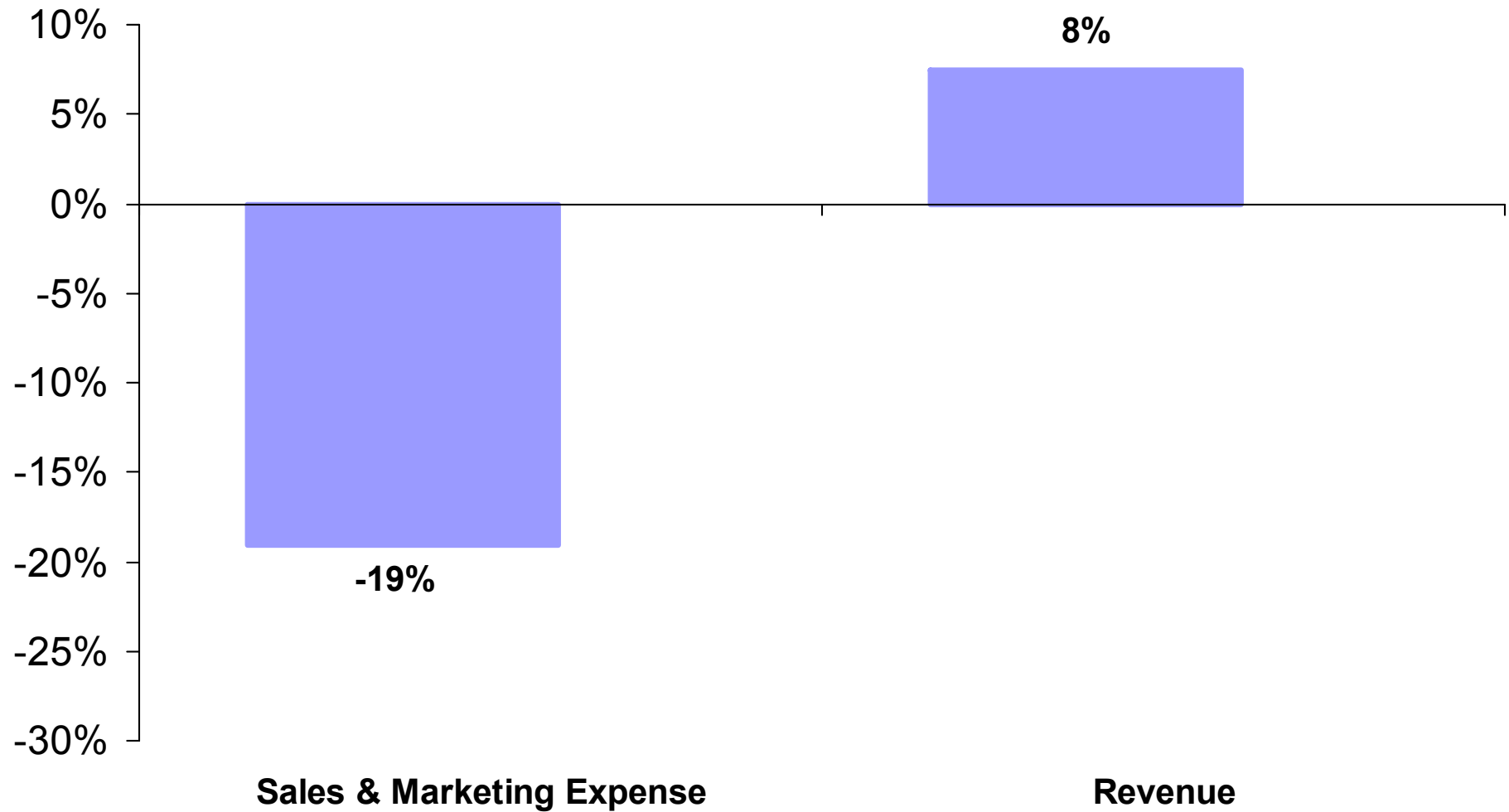


Source: Abacus Associates; Survey of web shoppers

# GAAP Inventory Turns

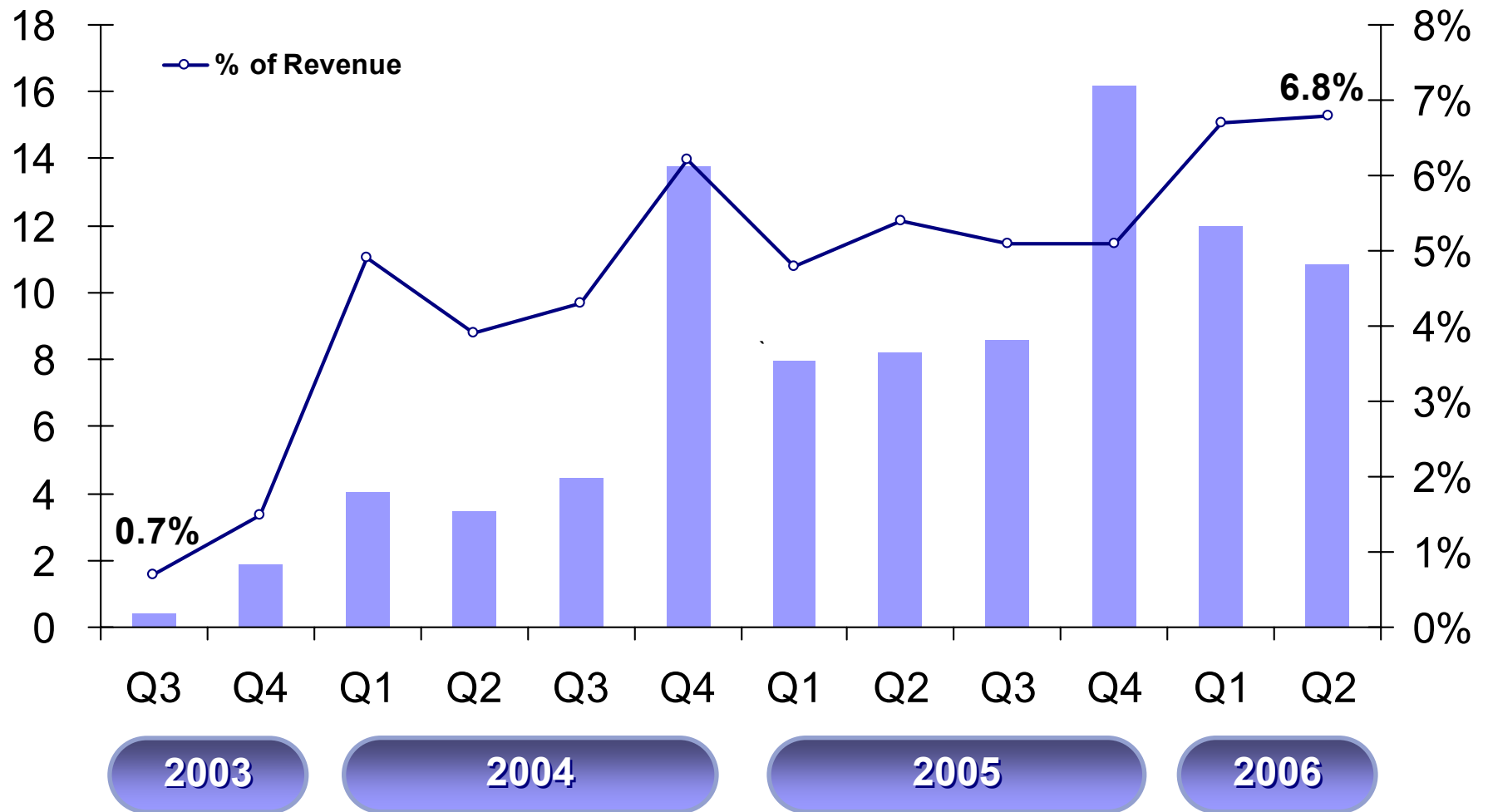


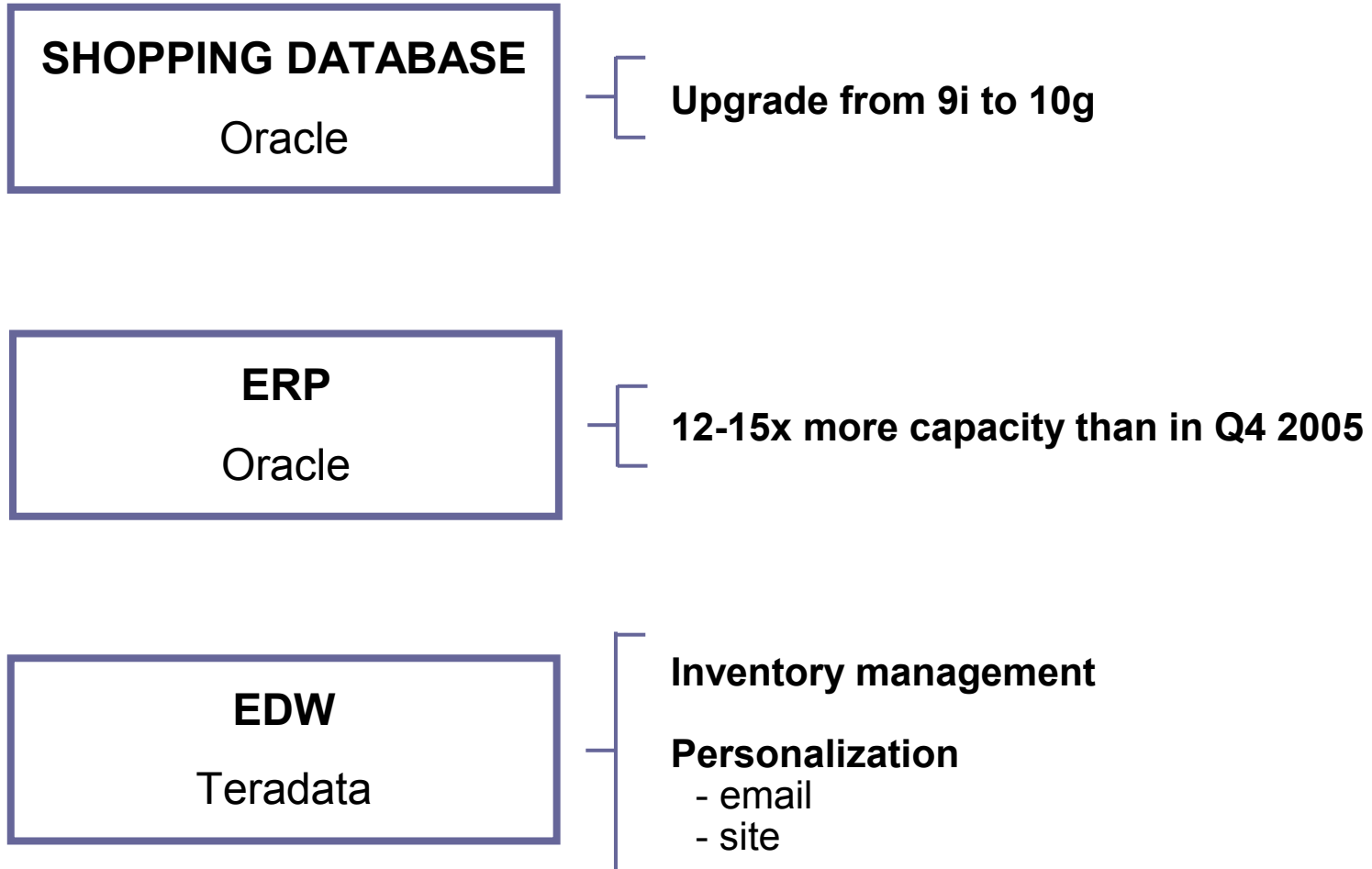
YTD % change (y/y)



Gross Profit less Marketing Expense

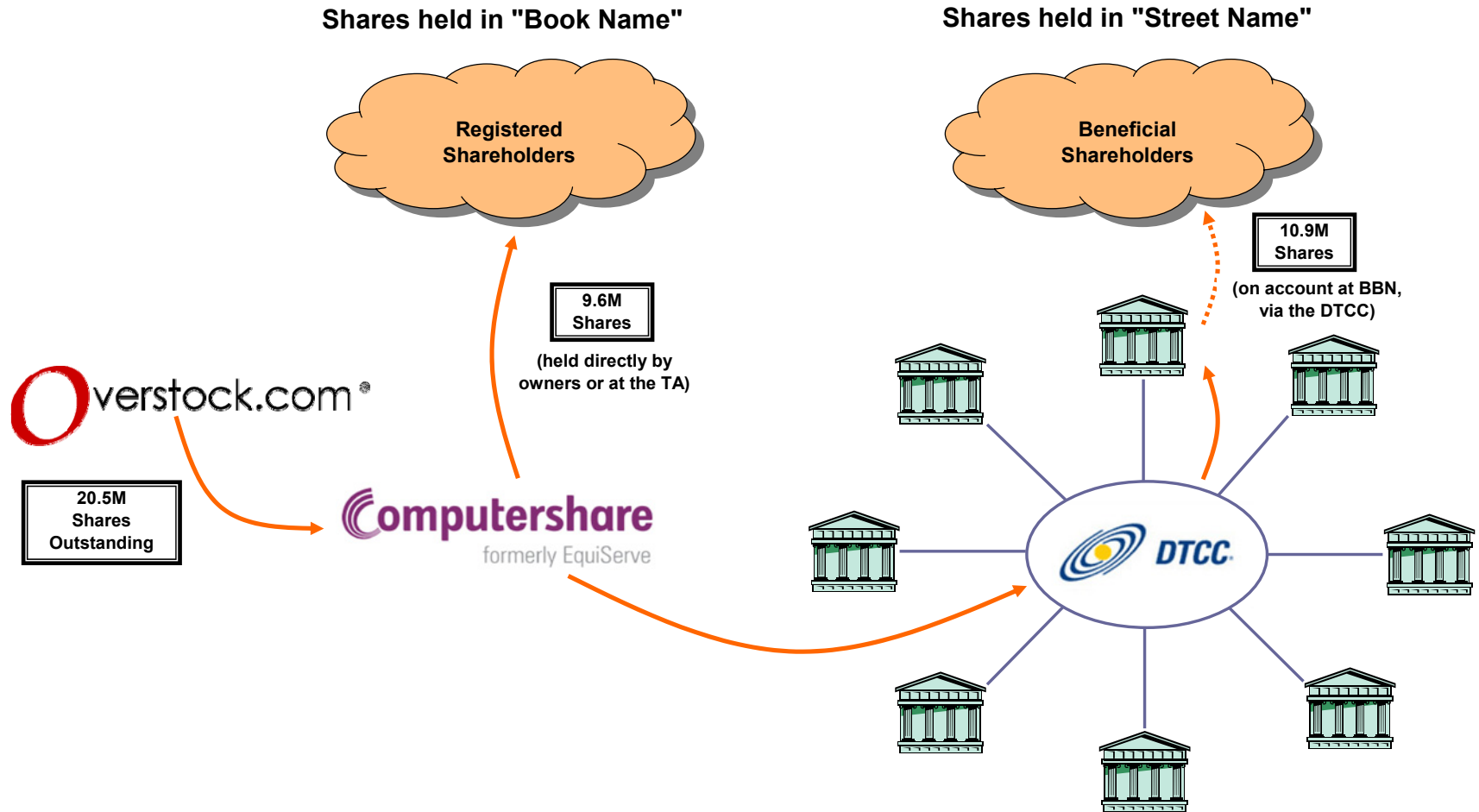
(\$, millions)





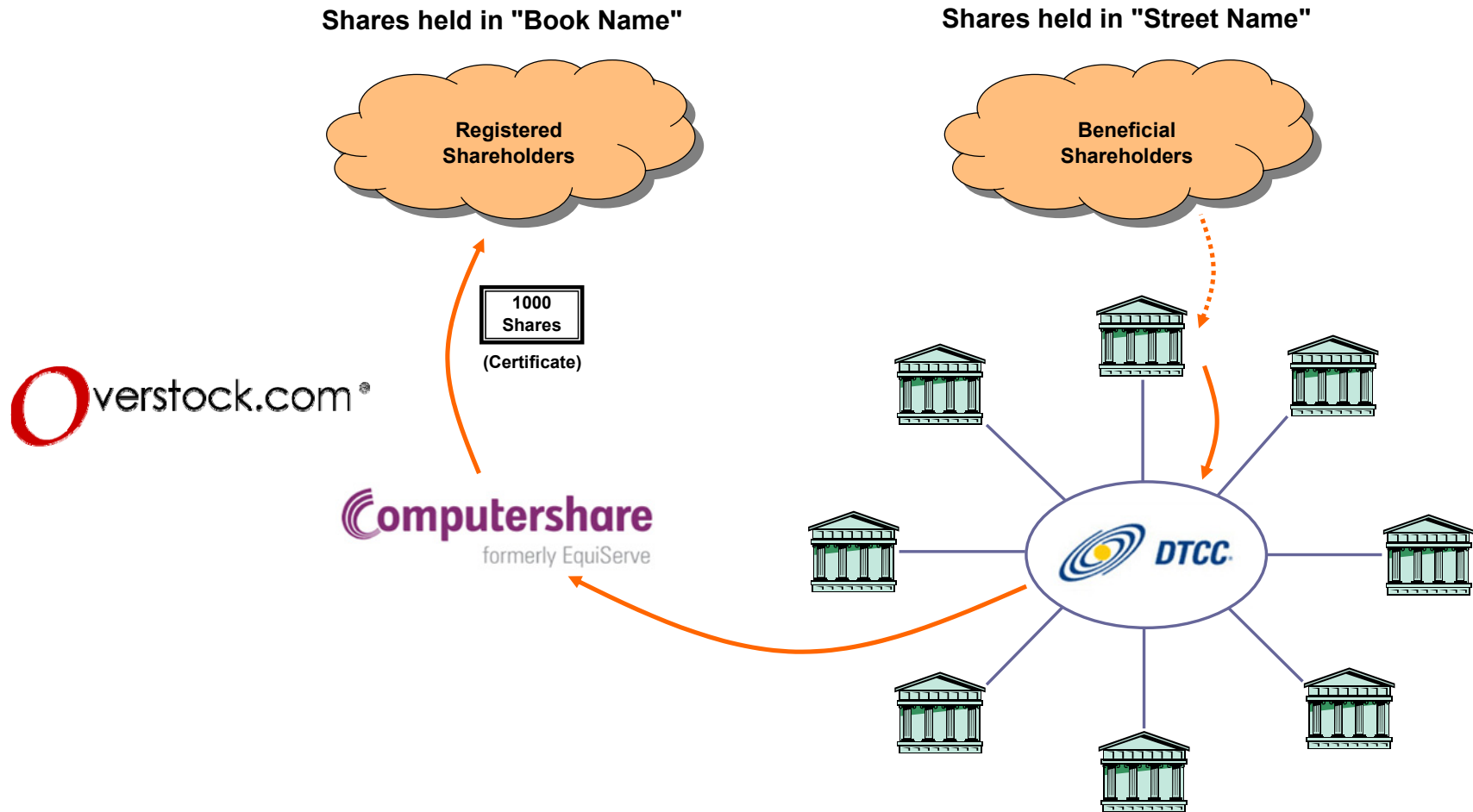
- Propeller
  - Altering course
  - Role out expected within weeks
  
- Site Design
  - continuous testing
  
- CRM / Personalized e-mail

- Warehouse (information systems & mezzanine)
- Revamp returns process
- Outlook



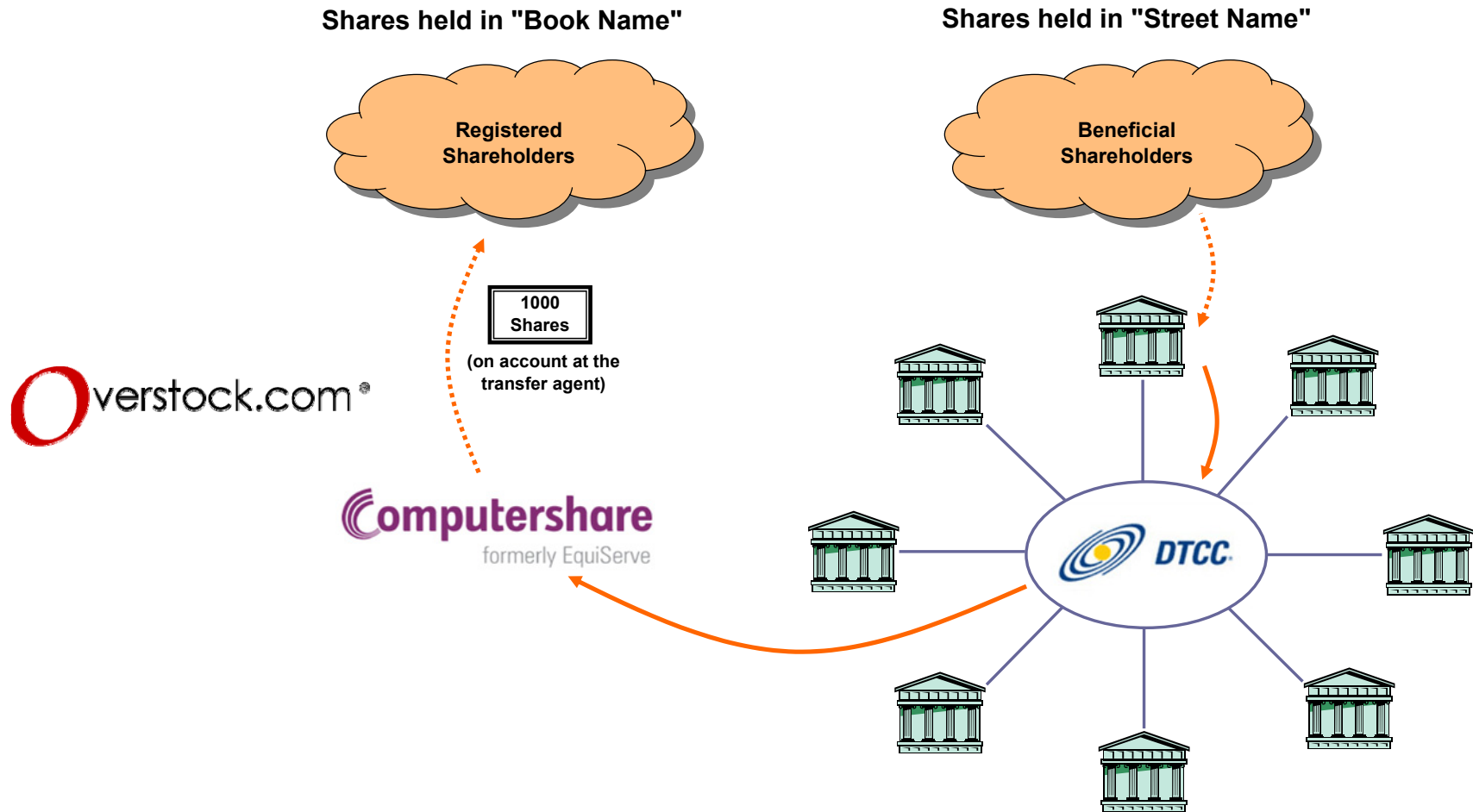
# Share Certification

(No recommendation, just explanation)



# Direct Registration System (DRS)

(No recommendation, just explanation)



*“The Direct Registration System (DRS) provides for electronic direct registration of eligible securities in an investor's name on the books for the transfer agent or issuer, and allows shares to be transferred between a transfer agent and broker electronically... **DRS provides: accurate, quick and cost-efficient transfers between issuers or their transfer agents and broker/dealers.**”*

*-- DTCC Website*

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If you are interested in establishing a DRS account, contact your broker.

If your broker does not cooperate, or hinders your ability to establish a DRS account, consider contacting attorney Wes Christian at: [jwc@csj-law.com](mailto:jwc@csj-law.com)

Q & A

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