



FOR IMMEDIATE RELEASE

## Big Lots Takes Gold, Silver, and Honors for Employee Communications

COLUMBUS, OH (Dec. 20, 2006) — For the second year in a row, Big Lots (NYSE:BIG) took top honors in the Magellan Awards, one of the nation's most popular communications competitions. Sponsored by the League of American Communications Professionals, this year's contest drew hundreds of entries from seven countries.

"The work submitted by Big Lots proves to be remarkable in light of tremendous competition," said Christine Kennedy, LACP Managing Director. "Only 24 percent of our entries received award-level recognition. We think this speaks highly to the caliber of work by our winners."

Entries were judged along several criteria, including key messaging, campaign execution, and effectiveness. Companies with the highest scores within their class earned the platinum, gold, silver, bronze, and honors awards respectively.

In its competition class (Fortune 500/or \$1+ billion), Big Lots took its first Gold award for its Loss Prevention training DVD, *Don't be Alarmed*. "Big Lots did a superb job in generating excitement about a topic many people might find to be very mundane," noted Kennedy. "This work integrates humor, brand elements, and attention-getting devices to drive a very strong message."

Big Lots won three other awards: Silver for its first *Annual Report to Associates*; Honors for *Weather the Storm* (a crisis preparedness communication campaign); and Honors for the *Discover the Secret of Christmas Card* (CEO communication).

Other winners in this competition class included American Airlines, The First American Corporation, Denny's Corporation, and Wells Fargo.

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### About Big Lots, Inc.

Headquartered in Columbus, Ohio, Big Lots (NYSE: BIG) is a Fortune 500 company with over 1,400 stores nationwide. Five regional distribution centers ranging in size from 1 million to 3 million square feet and two furniture distribution

centers provide the company's stores with brand-name products from more than 3,000 manufacturers. Big Lots offers consumers a unique shopping experience and wide range of bargain-priced merchandise, including brand-name closeouts, one-of-a-kind deals, seasonal products, consumables, furniture, housewares, toys, and gifts. For more information, visit [www.biglots.com](http://www.biglots.com).

**About LACP**

The League of American Communications Professionals is an organization dedicated to supporting and recognizing excellence in professional communications. LACP provides industry-leading communications resources and hosts quarterly competitions involving entries from leading organizations throughout the world. Visit LACP on the Web at [www.lacp.com](http://www.lacp.com).