



FOR IMMEDIATE RELEASE

Contact:
Andrew Stein
Senior Vice President, Chief Customer Officer
614.278.4768

Big Lots Now Official Hostess® Thrift Outlet
Digital marketing campaign tells customers the thrift is back!

COLUMBUS, OH (Feb. 10, 2014) — Twinkie fans, rejoice! The Sweetest Comeback in the History of Ever™ just got sweeter. Big Lots (NYSE: BIG) is now the Official Hostess Thrift Outlet.

Starting today, customers will be able to enjoy fresh Twinkies®, CupCakes®, Zingers®, Fruit Pies, and other great Hostess snack cakes at reduced prices at Big Lots locations. As the Official Hostess Thrift Outlet, Big Lots is the replacement for the Hostess Thrift Stores that were closed. Products will be sold for up to 40% off the suggested retail price.

“The Thrift Outlets were extremely popular,” said Big Lots CEO David Campisi. “We are thrilled to team up with this iconic brand and give customers a new destination to find outstanding savings on the products they know and love.”

Big Lots locations will receive a variety of fresh product every week. “The assortments will be different each week and will vary by store,” said Chief Customer Officer Andy Stein. “Customers who want the best selection will need to get there early and often. Like we say about the great deals found at Big Lots, when they’re gone, they’re gone.”

On February 10, Big Lots will promote the Hostess debut with a social media campaign called *#thriftisback*. A YouTube video <http://www.youtube.com/biglots> and ad campaign by Chicago agency O’Keefe Reinhard & Paul launch today to encourage customers to share their love of Twinkies and other snack cakes such as Zingers, CupCakes, Donettes®, and Ding Dongs®.

“There is a tremendous hunger for the Hostess brand and for saving money at Big Lots,” noted Stein. “We plan to welcome Twinkies in a big way.”

About Big Lots

Big Lots is America’s largest broadline closeout retailer, operating 1,493 BIG LOTS stores in 48 states. For more information, visit www.biglots.com.