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Media Contact: Colleen Cleary—(631) 921-5320

BIG LOTS HELPS MOMS NAIL THIS HOLIDAY!

Big Lots Brings the Fun Back to Christmas with Original Holiday Tunes

COLUMBUS, OHIO - November 4, 2014 - Big Lots is launching a fresh national holiday television and online campaign aimed at bringing the fun and family back into Christmas. The campaign features four original songs—with one in Spanish—that will stand out from the competition and have customers singing all holiday season. The spots feature a singing trio that includes “America’s Got Talent” finalist Deanna DellaCioppa, a Boston native who has performed with such musical legends as Stevie Wonder and Diana Ross.

Big Lots knows Moms make the holidays happen and is celebrating them with this new campaign. From nailing entertaining and décor, to giving the most thoughtful gifts ever gifted, Big Lots acknowledges that Mom does the heavy lifting to make the holiday season the absolute best it can be.

“Big Lots understands Christmas doesn't just happen - Mom works hard to make Christmas special for her family and friends, and we help her make it great,” said Andrew Stein, Senior Vice President, Chief Customer Officer, Big Lots. “From food, seasonal décor, unique gifts, and brand-name toys, Big Lots covers everything on her list at amazing values that other stores just can’t match. It all translates to less time spent shopping and more time spent *enjoying* the holidays with her friends and family.”

The first commercial in the campaign launched on Nov. 1 and highlights how Big Lots helps Moms nail the holiday season. The campaign, which was created by Chicago-based O’Keefe, Reinhard & Paul, will be refreshed before Black Friday, when Big Lots will be home to “the Black Friday-est Black Friday of all,” with low prices on in-demand products. Then in December, Big Lots will focus on *real* gifts. Find the perfect *real* gift for your family members, friends, favorite teacher, dog walker, babysitter and more at Big Lots.

Committed to providing the lowest prices with the best value every single day, Big Lots offers customers the assurance that they are getting the best prices with Big Lots' Price Promise. And for customers who are entertaining this holiday season, Big Lots offers value and convenience with Furniture Leasing.

To view the new campaign visit: <https://www.youtube.com/watch?v=Yle5MgVG8ww>

To learn more about Big Lots, speak with a company representative or arrange a store visit this holiday season, contact Colleen Cleary at (631) 921-5320.

About Big Lots, Inc.

Headquartered in Columbus, Ohio, Big Lots, Inc. (NYSE: BIG) is a unique, non-traditional, discount retailer operating 1,496 BIG LOTS stores in 48 states with product assortments in the merchandise categories of Food, Consumables, Furniture & Home Décor, Seasonal, Soft Home, Hard Home, and Electronics & Accessories. Our vision is to be recognized for providing an outstanding shopping experience for our customers, valuing and developing our associates, and creating growth for our shareholders. For more information visit www.biglotsmedia.com