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BIG LOTS INTRODUCES NEW BABY LINE, B*LOVED

Retailer Expands Baby Care Assortment With New Private-Label Baby Brand

Columbus, Ohio (March 16, 2015) — Big Lots is giving families a new budget-friendly option when it comes to purchasing baby supplies. Families typically spend upwards of \$12,000 on child-related expenses in their baby's first year of life. Thanks to Big Lots, b*loved gives customers premium brand baby products with everything moms and dads need to keep babies clean, comfortable and dry. Customers looking for a great value on products ranging from diapers and wipes to baby wash and shampoo can shop Big Lots first with b*loved.

"Big Lots takes pride in providing our customer a great selection of quality baby care products at a price she loves," said Richard Chene, Executive Vice-President, Chief Merchandising Officer. "At the core of our assortment are b*loved diapers which are made with pride in the USA and have unique characteristics such as accordion-stretch fasteners, contour shaping and a super absorbent core."

As a brand built on quality, b*loved features products that are comparable to leading national brands. To meet the increasing demand for premium quality products at great prices, the line includes items like shampoo, detangler, baby oil, baby wipes and diapers, starting at \$1.50.

Big Lots has always carried a wide array of baby products, but the b*loved line will expand Big Lots' offerings and provide shoppers with premium quality products and a wide variety of other baby necessities. For additional information or to view the product line, visit www.biglots.com/bloved.

Learn more about Big Lots, speak with a company representative or arrange a store visit, contact the Big Lots Media Hotline at 1-877-614-1274.

About Big Lots, Inc.

Headquartered in Columbus, Ohio, Big Lots, Inc. (NYSE: BIG) is a unique, nontraditional, discount retailer operating 1,461 Big Lots stores in 48 states with product assortments in the merchandise categories of Food, Consumables, Furniture, 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

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