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BIG LOTS INCREASES ONLINE PRESENCE TO CONNECT WITH HISPANIC CUSTOMERS

New Spanish Language Information Hub and Social Media Platforms Deliver Value to Growing Market

COLUMBUS, OHIO (June 22, 2015) – Big Lots announced the launch of Big Lots Latino, a new Spanish language information hub for Hispanic customers. Big Lots Latino, which provides culturally relevant information including tips and ideas on home décor, beauty & health, food & recipes, and crafts, is just one additional way the Company is diversifying its multicultural outreach to this rapidly growing segment of the U.S. population.

“Big Lots wants to be a part of the online conversations our customers are having about our brands,” stated Andrew Stein, Big Lots Senior Vice President, Chief Customer Officer. “As a leading discount retailer, it’s important for us to understand what resonates with her and deliver information in ways that help her make more informed purchasing decisions.”

In addition, Big Lots recently expanded its social media presence with Spanish language pages on Facebook and Twitter. The Company is proud to work with leading Latina bloggers like Kathy Cano-Murillo of Crafty Chica, Pattie Cordova of Living Mi Vida Loca, and Rocío Chávez of Your Sassy Self to provide insights on the latest trends in DIY projects.

Customers can visit the following sites for more information:

- Latino.BigLots.com
- facebook.com/BigLotsLatino
- twitter.com/BigLotsLatino

In addition, Big Lots can also be found on Pinterest, YouTube and Instagram for more images, ideas, and information on its product offerings that include food, consumables, furniture, seasonal, soft home, hard home, and electronics accessories.

About Big Lots, Inc.

Headquartered in Columbus, Ohio, Big Lots, Inc. (NYSE: BIG) is a unique, non-traditional, 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. Big Lots supports the communities it serves through the Big Lots Foundation, a charitable organization focused on four areas of need: hunger, housing, healthcare, and education. For more information about the Company, visit www.biglots.com.

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