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BIG LOTS CELEBRATES THE “BLACK FRIDAY WOMAN”

Big Lots Kicks off Holiday with Great Values

COLUMBUS, OHIO (November 2, 2015) —Starting today, Big Lots is offering customers Black Friday Deals Every Day with great values on seasonal décor, furniture, entertaining needs, and gifts. Big Lots is going bold this holiday season with a fun and musical Christmas advertising campaign, focusing on the message of Black Friday Deals.

“We understand Black Friday isn’t just a one-day event as it has been traditionally promoted, but an expectation by our customers that every day has to be Black Friday for great deals and more,” said Andrew Stein, Chief Customer Officer of Big Lots. “We know our customers are extremely busy during the holidays, and we can be the partner to help her deliver the best Christmas for her friends and family.”

The Big Lots holiday season begins with the “Black Friday Woman” campaign, which consists of two original songs — a play on the famous Santana song “Black Magic Woman,” and another titled “Christmas Doesn’t Happen Without Me.” The spots, created by O’Keefe Reinhard & Paul, feature the singing trio from last year, which includes a powerful performance by “America’s Got Talent” finalist Deanna DellaCioppa. To view the new campaign visit: www.biglots.com/page/christmas-video-campaign

Some of the Black Friday Deals Every Day available in store this week are:

- Save \$30-\$40 off select full or queen Serta Mattresses
- Save \$100 off Laguna Reclining Motion Sofa
- 7 Foot PreLit Slim Trees just \$60 each
- Buy One, Get One 50% off all window panels, decorative pillows, photo frames, or bakeware
- Fireplaces starting at \$179.99

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 1,463 BIG LOTS stores in 47 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 or call the Big Lots Holiday Hotline at 1-877-251-0243.