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For Immediate Release

overstockArt.com Announces “Women in Art” Twitter® Sweepstakes Winners

overstockArt.com’s Innovative Social Media Promotion a Resounding Success

Wichita, Kan., April 7, 2010 – After embarking on an innovative social media promotion, overstockArt.com announces success and names the three winners of the “**Women in Art**” Twitter® sweepstakes. The three winners are Erica Best of Detroit, Mich.; Kirsten Kimball of Puyallup, Wash.; and Michelle Small of Philadelphia, Penn. Each winner won a 20” x 24” inch museum quality handmade oil painting reproduction of their choice from the popular online gallery’s [Women’s Gallery](#).

The “**Women in Art**” Twitter® sweepstakes, held in honor of National Women’s History Month, sparked an immediate flurry of tweets and had a steady traffic of tweets throughout the promotion period. Nearly 1,500 people entered the sweepstakes, which ran from International Women’s Day on March 8 through March 31.

“We were extremely pleased with the response from our first social media promotion,” stated David Sasson, overstockArt.com’s founder and CEO. As a direct result of the sweepstakes, overstockArt.com received more than 100 tweets a day, more than 1,000 extra visitors a day to its Web site, and an increase in sales.

“This sweepstakes was an innovative way for overstockArt.com to celebrate National Women’s History Month and connect with our existing and future customers in a new and unique fashion,” Sasson said. “We pride ourselves for great customer relations, this social media promotion is just another way for us to have a direct relationship with our customers.”

Women have a special place in the art world, both as objects of great art as well as women artists who have shaped the modern art world in the past hundred years such as Georgia O’Keeffe, Frida Kahlo, Mary Cassatt and many more.

Since its inception in 2002, overstockArt.com has sold more than a million oil paintings. They are one of the Web’s most successful distributors of wall décor items with more than 10,000 daily visitors and 100,000 loyal customers.

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About overstockArt.com:

overstockArt.com is the Web’s leading distributor of art reproduction oil paintings, with over 100,000 wall décor combinations to choose from. In business since 2002, the company provides decorating assistance, custom framing and commercial wall decorating services. With an inventory of more than 60,000 paintings in stock at all times, order wait is minimal. For more information, visit <http://www.overstockArt.com>.