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BARGAIN HUNTERS, REJOICE! OLLIE'S TURNS 25; LAUNCHES SEARCH FOR 'AMERICA'S BIGGEST CHEAPSKATE'

Penny-Pinchers Invited to Celebrate Birthday by Sharing Their Tales of Frugality

National Consumer Survey Finds Most Americans Believe there are People Who are Secretly Proud to be 'Cheap'

(HARRISBURG, PA) It's official – Americans love bargains. So much so that nine out of 10 consumers say they don't mind if others think they're "cheap" simply because they like to find bargains for themselves or their family when they shop. That's just one of several surprising results in a just-released national Harris Interactive® survey sponsored by Ollie's Bargain Outlet – now celebrating 25 years as America's foremost retailer of closeouts, salvage and surplus merchandise.

Perhaps most surprising is that 60-percent of the nearly 3,400 adult respondents said they would consider someone close to them – either a family member or friend – to be a cheapskate. But the vast majority – 90 percent – said they believe there are people who are secretly proud to be called "cheap" because they like finding good bargains and holding onto their hard-earned money.

That's why Ollie's Bargain Outlet is teaming up with America's foremost authority on living cheap, syndicated columnist Mary Hunt, author of *Everyday Cheapskate*, to announce the search for **America's Biggest Cheapskate**. For 25 years, Ollie's Bargain Outlet, has been a haven for those people who love bargain-hunting so much, it is fundamental to their lifestyles. These are the people proud to be called "cheapskates" – and with good reason! Cheapskates are people who live within their means and make smart financial decisions. They love discovering a great deal and aren't ashamed to admit it.

"We encourage everyone to embrace their inner cheapskate – it's the Ollie's way," said Mark Butler, president and CEO, Ollie's Bargain Outlet. "We believe our customers are some of the savviest shoppers in the nation. That's why we are excited to celebrate our 25th birthday with them by launching the 'America's Biggest Cheapskate' contest to recognize those people who build their lives around the types of bargains found at Ollie's."

The contest, which officially begins today, encourages people to submit a short essay describing why they are worthy of the title, "America's Biggest Cheapskate." Entrants are encouraged to describe how Ollie's Bargain Outlet fits into their frugal lifestyle and has helped them to make smarter financial choices. In honor of Ollie's 25th birthday, the Grand Prize winner will receive a giant coupon worth \$2,500 at Ollie's – a cheapskate's dream! Four First Place winners each will receive a \$250 Ollie's gift certificate.

“I am thrilled that ‘America’s Biggest Cheapskate’ will finally get the recognition he or she deserves,” said author and *Woman’s Day* contributing editor Mary Hunt, who has built a career around helping people make smart financial choices and stay out of debt. “Take it from me, maintaining a true cheapskate lifestyle isn’t easy, but bargain retailers, such as Ollie’s, make finding the things we need at prices we can afford much more manageable. The survey results prove that American consumers take great pride in being cheap. I’ve never thought ‘cheapskate’ was a dirty word. It’s honorable to live within your means!”

Entries must be postmarked by October 6 and must be accompanied by an official entry form, available at all Ollie’s locations. Ollie’s will announce the winners in November. Official contest rules and regulations are available at www.olliesbargainoutlet.com.

About Ollie’s Bargain Outlet

Ollie’s Bargain Outlet, founded in 1982, is the largest retailer of closeouts, salvage and surplus merchandise in the Mid-Atlantic region. Famous for its signature catch-phrase *Good Stuff Cheap*, Ollie’s offers a huge variety of famous brand name merchandise at savings from 30-percent to 70-percent off the regular retail price, and the assortment is always changing. Ollie’s Bargain Outlet operates more than 50 stores in Pennsylvania, Maryland, Delaware, Virginia, Ohio, West Virginia and New York.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive via its QuickQuery omnibus on behalf of Ollie’s Bargain Outlet between July 5 and 9, 2007 among 3,389 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

With a pure probability sample of 3,389, one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 3 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

About Harris Interactive®

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