

NOMINEE HOLDER CERTIFICATION

The undersigned, a bank, broker, trustee, depository or other nominee holder of rights (the “Rights”) to purchase shares of common stock, par value \$0.01 per share (the “Common Stock”), of Conn’s, Inc. (the “Company”) pursuant to the rights offering described in the Company’s prospectus supplement dated November 8, 2010 (the “Rights Offering”), hereby certifies to the Company and to Computershare Trust Company, N.A., as subscription agent for the Rights Offering, and to Georgeson Inc., as information agent for the Rights Offering, that the undersigned has:

(1) exercised the number of Rights specified below on behalf of beneficial owners (which may include the undersigned); and

(2) listed separately below for each beneficial owner (without identifying the beneficial owner) the number of Rights each beneficial owner has elected to exercise.

The undersigned further certifies that each subscriber for whose account the undersigned is subscribing for shares of Common Stock was a bona fide beneficial owner of Common Stock as of 5:00 p.m., Eastern Time, on November 1, 2010, the record date for the Rights Offering, and that such beneficial ownership is reflected on the undersigned’s records. The undersigned agrees to provide the Company or its designee with such additional information as the Company deems reasonably necessary to verify the foregoing.

| Number of Rights Owned | Number of Basic Subscription Privileges Exercised | Number of Oversubscription Privileges Exercised |
|------------------------|---|---|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
| 9. | | |
| 10. | | |

Provide the following information if applicable:

Depository Trust Company (“DTC”)

Participant Name: _____

DTC Participant Number: _____

DTC Basic Subscription Confirmation Number (s): _____

Name of Nominee Holder: _____

Address of Nominee Holder: _____

By: _____

Name: _____

Title: _____

Dated: _____, 2010