

CONNS INC  
Form 8-K  
August 05, 2010

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K  
CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

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Date of Report (Date of earliest event reported): **August 5, 2010**

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**CONN'S, INC.**  
(Exact name of registrant as specified in its charter)

**Delaware**                                  **000-50421**                                  **06-1672840**  
(State or other jurisdiction of      (Commission File Number)      (IRS Employer Identification No.)  
incorporation)

**3295 College Street**  
**Beaumont, Texas**                                  **77701**  
(Address of principal executive offices)      (Zip Code)

Registrant's telephone number, including area code: **(409) 832-1696**

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**Not applicable**  
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



**Item 2.02 Results of Operations and Financial Condition.**

On August 5, 2010, the Company issued a press release announcing its net sales results for the quarter ended July 31, 2010.

The press release also contains the announcement of the Company's conference call and audio webcast to be conducted on August 26, 2010, at 10:00 A. M. Central Standard Time from the Company's corporate headquarters.

A copy of the press release is furnished herewith as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01(c) Exhibits.**

**Exhibit 99.1 Press Release, dated August 5, 2010.**

All of the information contained in Item 2.02 and Item 9.01(c) in this Form 8-K and the accompanying exhibit shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and shall not be incorporated by reference in any filing under the Securities Act of 1933, as amended.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CONN'S, INC.**

Date: August 5, 2010 By: /s/ Michael J. Poppe  
Name: Michael J. Poppe  
Title: Chief Financial Officer