

Item 7.01 FD Disclosure.

The Company is testing a new sales pay plan in its five-store Austin, Texas market. The plan is designed to retain its strongest sales associates and encourage above average performance by all members of its sales staff. It is based on three performance-driven initiatives that we believe will encourage greater sales performance by our sales team.

The first initiative of the test plan is a new pay plan, which consists of an hourly rate of pay plus commissions on sales and services plus product spiffs and volume incentives.

The second initiative is a new mentor program that pays top performers to work directly with new associates to help them achieve higher productivity levels more quickly and to improve sales associate retention.

The third initiative is a store volume bonus pool that provides for sales associates throughout each store to participate in a monthly bonus pool tied to store performance.

The results of the test program will be used to determine if any changes should be made to the design of the program, and whether the new pay program will be implemented in other markets, and if implemented, at what date.

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: October 5, 2009 By: /s/ Michael J. Poppe
Name: Michael J. Poppe
Title: Chief Financial
Officer