

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.

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