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CONNS INC Form 8-K August 13, 2004

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

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report: (Date of earliest event reported)

August 12, 2004

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

Delaware (State or other Jurisdiction of Incorporation or Organization)

000-50421

06-1672840 (Commission File Number) (IRS Employer Identification No.)

> 3295 College Street Beaumont, Texas 77701 (Address of Principal Executive Offices and zip code)

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

N/A

(Former Name or Former Address, if Changed Since Last Report)

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Exhibit 99.1 Press Release, dated August 11, 2004

Item 12. Results of Operations and Financial Condition.

On August 11, 2004, the Company issued a press release announcing its net sales for the quarter and six months ended July 31, 2004. The press release also provided updated earnings per share guidance for the quarter ended July 31, 2004 and the year ended January 31, 2005. A copy of the press release is furnished herewith as Exhibit 99.1 and is incorporated herein by reference.

All of the information contained in Item 7 and Item 12 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.

2

SIGNATURES

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 12, 2004 By: /s/ C. William Frank

C. William Frank

Executive Vice President and Chief Financial

Officer

3

EXHIBIT INDEX

Exhibit No. Description

99.1 Press Release, dated August 11, 2004