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HAVERTYS AWARDS BUSINESS TO BERNSTEIN-REIN
Furniture retailer joins premier retail agency's client roster

Kansas City, Mo – Bernstein-Rein Advertising Agency (BR), announced today that Haverty Furniture Companies, Inc., one of the top U.S. furniture retailers, has joined the agency's client roster.

Havertys, with stores in 79 cities in 17 states is one of the oldest furniture retailers in the U.S. The company selected BR after the agency presented its analytics and media capabilities to the executives. BR will be Agency of Record for Havertys. Duties will include media planning and buying, analytics, creative, social media, and digital.

Tom Curran, SVP of marketing for Havertys said, "BR has a strong commitment to retail. They came to us with a presentation that expressed their understanding of our industry and why they wanted to be a player in the furniture category. They followed that with an impressive demonstration of their **One Customer** analytics model. BR wowed us with the way that they understand the customer - not just what they buy in our stores; but why they buy furniture, and how we can bring more customers to Havertys. I'm looking forward to our partnership."

"Clients like Havertys are a gift to us," said Steve Bernstein, president of Bernstein-Rein. "Their brand is one of the most trusted in their industry; they have a great in-store presence and a broad retail footprint. They're exactly what we're looking for: a client who is set up to win. They're in a good position now, and with our capabilities and especially our suite of analytics, we are the right partner at the right time to expand their business and strengthen their brand. I'm excited that we get the chance to act on the potential that we see in Havertys."

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernstein-rein.com to see a list of clients and award-winning work.

About Havertys

Havertys, established in 1885, is a full-service home furnishings retailer with 118 showrooms in 17 states in the Southern and Midwestern regions providing its customers with a wide selection of quality merchandise in middle- to upper-middle price ranges. Additional information is available on the Company's website at www.havertys.com.

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