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## **BOHAN WINS STEIN MART ACCOUNT**

### **Nashville-based agency to provide creative services for fashion retailer**

Nashville, Tenn. and Jacksonville, Fla., July 06, 2017 (GLOBE NEWSWIRE) -- In a recent review process, Nashville-based [BOHAN](#) Advertising has been chosen as agency of record for creative and strategic services by national fashion retailer [Stein Mart](#) (NASDAQ:SMRT).

BOHAN's work on behalf of the Jacksonville, Fla.-headquartered retailer will debut in the company's third quarter. As agency of record, BOHAN will provide a full range of advertising and marketing services, including brand strategy, creative, and social content.

"BOHAN's creative roots run deep in the retail sector, and the opportunity to work with a client of Stein Mart's caliber is certainly one that we're excited about," said Shari Day, BOHAN's president and chief executive officer.

"BOHAN is a good fit culturally for our organization, and their retail expertise uniquely positions them to understand the Stein Mart brand," said Hunt Hawkins, Stein Mart's chief executive officer. "BOHAN has shared interesting insights not only on the dynamic retail industry but also on our customers. We look forward to their creative direction as we move forward."

#### **About BOHAN**

Established in 1990, Nashville-based BOHAN is an independent, full-service advertising and marketing agency. It has major clients in tourism/hospitality, healthcare, retail and restaurants. Accolades include Advertising Age Silver Award for Agency Culture, Advertising Age Southeast Small Agency of the Year and Modern Healthcare Agency of the Year.

#### **About Stein Mart**

Stein Mart, Inc. (NASDAQ:SMRT) is a national specialty and off-price retailer offering designer and name-brand fashion apparel, home décor, accessories and shoes at everyday discount prices. Stein Mart provides real value that customers will love every day both in stores and online. The Company currently operates 292 stores across 31 states. For more information, please visit [www.steinmart.com](http://www.steinmart.com).

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