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FOR ADDITIONAL INFORMATION,
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Havertys Selects MBS as Database Marketing Services Partner

Central Islip, NY - July 9, 2008 - MBS, a leading provider of advanced database and interactive marketing solutions, announced today that they have been engaged by multi-channel furniture retailer Havertys to provide marketing database and email marketing services. Havertys, which has a 120+ year legacy of quality and customer service, currently operates over 120 retail locations across 17 states as well as a Web site, Harvertys.com.

MBS will deliver a customized marketing database solution that will provide Harvertys with a holistic view of their customer activity in order to better understand purchase patterns and preferences over time and cultivate customer loyalty through targeted cross-sell and upsell programs. In addition, integration between the database and MBS' email engine will provide Havertys with the ability to deploy triggered communications focused on offers that correspond to a given consumers' online and offline activity.

Lissa Napolillo, President, MBS, said, "We are pleased to welcome Havertys to the MBS roster of retail clients. We believe that our extensive knowledge of Customer Relationship Management (CRM) combined with our online and database marketing expertise make us the ideal strategic partner for Havertys. We look forward to assisting Havertys in the development of marketing strategies that engender loyalty and drive long term customer value and ROI."

About MBS

MBS, a division of World Marketing, offers a range of outsourced direct marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and ecommerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel retail, Internet, and catalog organizations, including: Tiffany & Co., Bloomingdale's, Hanesbrands, and Things Remembered. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit <http://www.mbsinsight.com>.

About World Marketing

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communications. For additional information visit www.worldmarkinc.com.

About Havertys

Havertys was founded in 1885 in Atlanta, Georgia, and currently operates more than 120 furniture showrooms in 17 states. It is a publicly traded company on the New York Stock Exchange under the symbols of HVT and HVT.A. (More company background is available at www.havertys.com).