



Dignity U Wear Benefits from Successful National Stein Mart Promotion

Jacksonville, FL (June 5, 2009)—Dignity U Wear, the Jacksonville-based, national nonprofit that provides brand new clothing to men, women and children in need has received a sizeable donation from a special promotion held on its behalf last week. The organization is the beneficiary of more than \$143,000 from the second-ever promotional event held simultaneously at all 263 Stein Mart stores throughout the country last week, announced Robert S. Bryan, Jr., Executive Director of Dignity U Wear.

During two designated days, shoppers donating \$5 or more to Dignity U Wear received 10% off their entire purchase. This was over and above Stein Mart's already low discounted prices—including sale items. More than 27,000 people made a contribution of \$5 or more over the two-day event.

"We are incredibly grateful to Stein Mart and all of their managers and associates around the country," said Bryan. "The success of this promotion was anchored by them and supported enthusiastically by the agency partners we work with in each Stein Mart market, along with the many Dignity U Wear friends, donors and supporters throughout the U.S. It was a real group effort and we are truly humbled by the results their collective effort produced."

Dignity U Wear (DUW) and Stein Mart have a very unique partnership. It was established five years ago and has allowed DUW to expand its support across the country into all of the communities Stein Mart serves. Since 2003, Stein Mart has raised more than \$2.3 million and helped to distribute more than 1.2 million pieces of clothing to nonprofits each store identifies in its own market.

"We are thrilled with the results generated by this latest national promotion for Dignity U Wear," said Julia Taylor, Director, Boutique and corporate coordinator of the DUW relationship at the Jacksonville-based, national discount retailer. "Our associates are dedicated to supporting DUW because it allows them to make a difference for people who need help within their own communities. This event provided the opportunity for shoppers to benefit and help someone in need at the same time."

Bryan stated that the demand for new clothing has never been greater and that the funds generated by the promotion will help DUW to make up the difference to meet the increasing demand. "Times are tough and many people who never needed assistance before are looking for help these days. The clothing we're able to provide improves self-esteem, fosters better school performance, helps adults with job placement and helps parents take better care of their families. These dollars will have a very real and direct impact on people's lives," Bryan said.

Dignity U Wear distributes brand new clothing it receives from manufacturers and retailers through a network of nonprofit social service agencies throughout the United States. DUW specializes in receiving, warehousing and distributing brand new clothing to people in need at absolutely no cost to them. Since it was founded in 2000, the organization has provided more than 5.7 million pieces, valued at \$101 million, to more than 390,000 people. For more information, visit www.dignityuwear.org.

Stein Mart stores offer the fashion merchandise, service and presentation of a better department or specialty store, at prices up to 60 percent off department and specialty store prices, every day. Currently with locations from California to Massachusetts, Stein Mart's focused assortment of merchandise features discounted moderate to better fashion apparel for women and men, as well as accessories, gifts, linens and shoes. From a single store in Mississippi in the early 1900s, Stein Mart has expanded to more than 263 stores in 31 states. Chairman Jay Stein is the grandson of the founder, Sam Stein. For more information on Stein Mart, please visit www.steinmart.com.

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