

## **vineyard vines® partners with Oak Hall to open location in the Hill Center at Green Hills**

**NASHVILLE, TN - Nov. 22, 2010** – Brothers Shep and Ian Murray, CEOs and co-founders of vineyard vines, recently announced that they have again partnered with the Levy family of Memphis, Tenn., owners of Oak Hall and vineyard vines by Oak Hall, to open a store in Nashville.

Scheduled to open in late February 2011, the 2,800 square foot store will be located in The Hill Center at Green Hills. The new store marks the second retail venture between the Murray and Levy families. They first partnered in 2007 to open a store in Memphis and the collaboration of the Levy family's generations of retail expertise and tradition paired with the classic and laid-back vineyard vines lifestyle, has proven a unique brand experience.

“Serving the Nashville market has been a dream of Oak Hall since before I was involved in the business. We've had so much fun working with Shep, Ian and their team and we're thankful for the strong support of our customers and vineyard vines,” says Will Levy, president of Oak Hall. “We've been fortunate to have the opportunity to serve the Memphis market for the last 151 years, and we look forward to expanding our partnership with vineyard vines.”

The two family businesses seamlessly combine an established Southern institution with the classic New England lifestyle. Oak Hall, founded over 150 years ago by Solomon Halle, is currently run by fifth generation Bill and Bob Levy and sixth generation Will Levy. Shep and Ian anticipate that vineyard vines, established twelve years ago, will thrive off of the same retail and entrepreneurial spirit that exists within the Levy family.

“From the juke joints on Beale in Memphis to the honky tonks on lower Broadway in Nashville, we've found that our brand has an incredible following in Tennessee,” says CEO and Co-Founder Shep Murray. “Thanks to our friends, the Levy's, and our loyal customers, we're now able to serve a whole new community. We look to the Levy's for their retail expertise and anticipate running another successful business together.”

**vineyard vines®**, a company best known for its whimsical neckties and smiling pink whale logo, was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented The Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog at 1.800.892.4982, online at [vineyardvines.com](http://vineyardvines.com) and at twelve free-standing stores in Boston, Mass.; Edgartown,

Mass.; Greenwich, Conn.; Mashpee, Mass.; Memphis, Tenn.; Nantucket, Mass.; Nashville, Tenn.; Palm Beach Gardens, Fla.; Southampton, NY; The Ocean Reef Club in Key Largo, Fla.; Washington, D.C.; and Westport, Conn.

**Oak Hall**, one of the oldest retail stores in the country, is still run by the same family, has offered the finest quality clothing and exceptional customer service for 151 years, and has earned them a reputation as the premier purveyor of men's and women's clothing and accessories in Memphis and the Mid-South area.