**Bourbon & Boots Named as Finalist for Best In Class Emerging Etailer Award**

NORTH LITTLE ROCK, AR -- (February 15, 2018) – Bourbon & Boots, the Southern-Inspired Lifestyle Brand announced today it has been selected by eTail 2018 as a finalist for their Annual Best In Class Internet Retailer Awards.

eTail is a collaboration of top online brands and ecommerce visionaries with a focus on innovation and extraordinary achievement. Each year eTail selects from thousand of online retailers for best in class awards based upon their vision, disruption, and business results.

Bourbon & Boots has been selected as a finalist in the category of Emerging eTailer, an award reserved for online retailers that have revolutionized their brand’s online presence through results driven website innovation.

“Bourbon & Boots is honored to be selected by our peers as a finalist for the Emerging eTailer award. Our focus on utilizing data and analytics to rapidly expand our audience through an effective user experience has been key to our rapid growth”, says Rod Ford, Chairman and CEO of Bourbon & Boots.

**About eTail**

eTail is a collaboration where the top minds in retail meet, collaborate and learn about what's disrupting the industry today and what'll change tomorrow. The Best in Class Awards are presented at the Annual Conference in Palm Springs, California.

**About Bourbon & Boots**

Bourbon & Boots is a national lifestyle brand that exports and celebrates the Southern living experience through unique stories and hand curated southern merchandise. The company was founded in Little Rock, Arkansas in 2012 as an online marketplace. The company was acquired by Early Stage Venture Investor, xCelerate Capital in May 2015 and transformed the marketplace into a national brand, designing and making its own products and generating uniquely curated content. In 2016, Inc. Magazine recognized Bourbon & Boots as the 16th fastest growing private brand in the U.S The company currently offers over 1,500 rare, unique, and handcrafted products designed and produced by its in-house artisan maker team.

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