



News Release

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Grand Opening of New Belk at The Avenue Murfreesboro in Murfreesboro, Tenn. is Wednesday, October 17, 2007 at 10 a.m.

New Store Offers Top Fashion Brands, Superior Service and a Full-line Home Store; Celebration Includes Special Promotions and Prize Drawings

MURFREESBORO, Tenn., October 11, 2007 — Belk is placing the finishing touches on its new fashion department store at the The Avenue Murfreesboro in Murfreesboro, Tenn., in preparation for the store's grand opening at 10 a.m. on October 17th.

Belk's grand opening celebration will begin with a 10 a.m. ribbon-cutting ceremony at the store's main entrance. Special guests for the ceremony will include area community leaders, news media and Belk representatives.

The new \$15 million, 132,000-square-foot Belk store features the latest in retail design, lighting, merchandise presentation and décor. It's a showcase for name-brand fashion apparel, shoes and accessories for the whole family; fine jewelry; cosmetics; and a full-line home store. Examples of major featured brands include Clinique, Estée Lauder, Lancôme, Jones New York, Liz Claiborne, Lucky Brand, Tommy Bahama, Izod, Greg Norman, Polo, Columbia, Lauren, Nautica, Brahmin Leather Works, Dooney & Bourke, Cole-Haan, Bandolino, Nine West, BCBGirls and many others.

Additionally, customers will find a wide selection of Belk's exclusive private brand apparel, accessories, shoes and home furnishings under the Madison, Madison Studio, Kim Rogers, ND, Meeting Street, WH Belk, Lyle and Scott, Red Camel, Nursery Rhyme, Biltmore Estate For Your Home and Home Accents labels.

"We're excited about opening a brand new store in Murfreesboro to meet the shopping needs of our customers in this community," said **Glenn Sellers**, vice president and regional manager of the Belk Nashville/North Alabama region.

"The store's design, merchandise offerings and customer services reflect what customers in this community have told us they want," said Sellers. "We will offer focused assortments of the leading brands of apparel, cosmetics, accessories and home merchandise for the whole family. The look and layout of the new store, and its lighting, merchandise presentation and décor, will create a convenient, enjoyable shopping environment for our customers.

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"We're pleased to provide customers with a conveniently located store that offers outstanding fashion, value, quality, service and a satisfaction-guaranteed policy. Our new store is a sign of Belk's commitment to become the department store of choice for Murfreesboro shoppers."

Store Manager **Mary Lucy Yowell** added, "We have a sparkling new store that offers outstanding merchandise selection, convenience and customer service in a fun and exciting shopping environment. Our dedicated team of associates is eager to begin serving customers and we invite everyone to come out to see the new store and join us in the grand opening celebration events."

Belk also operates stores in Gallatin, Columbia, Springfield, Mt. Juliet, Clarksville, Franklin and Jackson, Tenn., and Huntsville (two locations), Decatur and Florence, Ala.

Grand Opening Celebration Events

The store's grand opening celebration events feature special savings and values storewide, gift-with-purchase offers and chances to win prize drawings and Belk merchandise. The grand opening of the store will be celebrated on October 17th beginning with a 10 a.m. ribbon-cutting at the store's main entrance. The first 200 customers to enter the store will receive a \$10 Belk gift card and a miniature plush Belkie Bear (while supplies last).

Belk Card customers will receive an extra 15 percent off all regular, sale and clearance items (10 percent on home and 25 percent off fine jewelry) on Wednesday, October 17th and Thursday, October 18th, Elite customers will earn Triple Reward Points. Friday, October 19th and Saturday, October 20th, Elite customers will earn Triple Reward Points and Belk Rewards and Premier customers will earn Double Reward Points when they shop with their Belk Rewards Card. Customers who apply for a Belk Rewards Card during the Grand Opening Sale will receive a free gift and, if approved, 15 percent off a full day's shopping for Belk Card purchases. (More details on this offer are available at the store.)

Other Grand Opening special events to be held are:

- **Belk Charity Day** – Monday, October 15, 2007, noon – 8 p.m. – Charities and other non-profit community organizations from throughout the Murfreesboro area will be participating in and will benefit from Belk's Charity Shopping Day event.

Each of the participating charities will sell tickets to the event for \$5 each. The ticket entitles the ticket holder to receive an additional 20 percent off of all regular and sale prices at the new Belk except in the home department, where a 15 percent discount will be given. All normal merchandise exclusions will apply. Tickets will be sold at the store during the event, with all proceeds from the ticket sales going to participating

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charities. Representatives of the participating charities and non-profit groups will be present during the event to share information about their organizations.

“Belk has a long-standing reputation for its community involvement and supporting worthy charitable efforts,” said Yowell. “Our Charity Shopping Day event is just the first example of how we plan to become involved in the Murfreesboro and Rutherford County community and become an active and caring corporate citizen.”

- **Prize Give-Aways** – Wednesday, October 17 – Sunday, October 21 – Customers can register to win a \$250 Belk shopping spree to be awarded in four different merchandise areas: women’s, men’s children’s and home.
- **Bridal Focus Event** – Saturday, October 20, 2007, 1 p.m. – 4 p.m. – brides-to-be can stop by the bridal department to meet the new store’s bridal consultant and receive a free flower and slice of wedding cake (while supplies last).
- **Diva Day** – Saturday, October 20, 2007, 11 a.m. – 2 p.m. – the first 50 “DIVAS” (girls 7-12) to line up on the red carpet will receive a Diva Day “I’m a Star at Belk” Press Pass. The VIP treatment includes:
 - Cool prize giveaways
 - Glamour Shot photo souvenir
 - Mini makeovers
 - Feather boa
 - Free gift with a \$25 purchase in the girls department

Belk National Brands

Belk of The Avenue Murfreesboro offers outstanding selections of top national merchandise brands, including:

- Ladies sportswear by Jones New York Signature, Lauren Polo, Donna Morgan, Max & Cleo, Liz Claiborne, Jones New York, Joseph A, Rafaella, Lauren Jeans, Karen Kane, Nine West, Tapemeasure, Lucky Brand Dungarees and Hot Cotton;
- Special sizes sportswear by Lauren Polo, Lauren Jeans, Jeanne Pierre, Rafaella, Bill Blass, Jane Ashley, Pappagallo, Alfred Dunner and Sag Harbor;
- Juniors apparel by Hippie Jeans, LEI, Mudd Jeans, Plugg, Fang, Eyeshadow, Fire Jeans and Kandy Kiss;
- Handbags by Brahmin Leather Works, Dooney & Bourke, Sigrid Olsen and Maxx;
- Intimate apparel by Wacoal, Wonder Bra, Playtex, Bali, Barely There, Fashion Forms, Izod, Lilyette, Liz Claiborne, Maidenform, Olga, Vanity Fair, Calvin Klein, Felina and Jockey for Her;

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- Jewelry by Sigrid Olsen, Bijoux Givenchy, Etienne Aigner, Kenneth Cole and Lucky;
- Cosmetics by Clinique, Estée Lauder, Lancôme and MAC and dozens of the latest fragrances for women and men including Polo, Armani, Burberry, Chanel, Dolce & Gabbana, Dior, Gucci, Vera Wang and Mar Jacobs;
- Ladies shoes by Bandolino, Etienne Aigner, Liz Claiborne, Me Too Shoes, Nina, Aerosoles, Life Stride, Madeline Stuart, Naturalizer, Sperry, Born, Sofft Shoe, Anne Klein, BCBGirls, Circa Joan & David, Enzo Angiolini, Guess, Kenneth Cole Reaction, Jessica Simpson and Nine West;
- Men's shoes by Johnston and Murphy, Florsheim, Rockport, Sperry, Timberland, Calvin Klein, Madden, Reaction by Kenneth Cole, Cole-Haan, ECCO, Dockers and Clarks;
- Athletic shoes by Asics, New Balance, Nike and Reebok;
- Men's sportswear by Izod, Chaps, Nautica, Pro Tour, Columbia, Polo, Ashworth, Greg Norman, Indigo Palms, Tommy Bahama, Jones New York, Lauren, Tommy Hilfiger, Austin Reed and Hart Schaffner & Marx;
- Young men's apparel by Lee Jeans, Levi, Plugg, Columbia, Nike, Company 81, Union Bay, Calvin Klein Jeans and Polo;
- Children's, infants and toddlers apparel by Polo, Little Me, Nannette, William Carter, LA Movers and Lee Jeans;
- Home merchandise by Oscar de la Renta, Raymond Waites, Tommy Hilfiger, Veratex, Demby Pottery, Royal Daulton, Wamsutta, Ralph Lauren Home, American Pacific, Liz Claiborne Bedding, Lily Pulitzer, Westpoint Stevens, Kate Spade, Lauren, Vera Wang, Waterford, Cuisinarts, Homedics, Kitchenaid, Krups, T-Fal, Anchor Hocking, Calphalon and Farberware; and
- Guild merchandise by Fitz & Floyd, Franciscan, Godinger, Gorham, Wedgwood, Lenox, Noritake, Pfaltzgraff, Royal Albert, Mikasa, Oneida and Wilton Armetale.

Belk Private Brands

Belk of The Avenue Murfreesboro also offers a wide selection of exclusive Belk private brand merchandise featuring outstanding fashion, quality and design at a great value. Examples of the Belk brands include:

- Madison Studio ladies sportswear, intimate apparel, handbags, accessories, jewelry, hosiery and shoes;
- Madison ladies sportswear;
- Kim Rogers ladies sportswear, shoes and jewelry;
- ND (New Directions) ladies apparel;

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- Choices ladies apparel;
- JK Intimates and Heiress women's intimate apparel;
- Meeting Street men's clothing and accessories;
- WH Belk and Lyle & Scott men's sportswear;
- Saddlebred men's apparel, shoes;
- Red Camel apparel for young men and juniors;
- J. Khaki apparel for children;
- Nursery Rhyme for infants and toddlers;
- Biltmore Estate For Your Home fashions;
- Home Accents home fashions and housewares; and
- Cook's Tools housewares.

Belk and Co. Fine Jewelers offers a large selection of fine jewelry, including high quality diamond jewelry, rubies, emeralds and other fine gemstones.

Store Highlights

The new Belk of The Avenue Murfreesboro has a bright, open look, making it easy for shoppers to see and find the merchandise they want. Wide aisles encircle the floor, leading shoppers into the store's center core area and to dozens of individual merchandise departments, each of which have special décors, merchandise fixtures and floor and wall treatments to create an exciting and enjoyable shopping environment. Neutral and wood tones are used throughout the store to provide a backdrop for colorful merchandise presentations and give it a relaxed and comfortable feel.

Belk Customer Services

Providing superior customer service is a hallmark of Belk, and this will continue to be a top priority at the new Belk of The Avenue Murfreesboro. Customers can take care of most of their shopping needs in one stop at the customer service stations located conveniently throughout the store. At these stations, store associates can assist with ringing up sales, purchasing and redeeming Belk Gift Cards, accepting Belk charge payments and handling merchandise returns and exchanges.

The new store's Gift Registry is designed to provide premier registry services to bridal customers either in the store or online over the Internet at www.belk.com. The gift registry system and online shopping capability greatly simplify gift selection and gift giving for engaged couples and their friends and family. The Belk Gift Registry includes a wide assortment of bridal and gift merchandise that can be registered and purchased online through belk.com or in local

Belk stores, and shipped directly to the customer. Belk also offers 12-month special financing for china, crystal, silver and other table-top gift purchases (with purchase of \$300 or more).

Other store services include complimentary gift wrap, free basic alterations and many others designed to make shopping enjoyable and “hassle-free.”

The Belk Card

Belk offers its customers the convenience of paying for their purchases on credit using a variety of payment programs, including a 30-day revolving account and special financing for china, crystal, silver and other table-top gift purchases and fine jewelry, all with no annual fee. The Belk Rewards Card program is designed to recognize and reward its Belk Card customers. All Belk Card customers can earn rewards points for purchases made on their Belk Rewards Card and receive a \$10 Belk Rewards Certificate for every 400 points earned (a point is awarded for each \$1 in qualifying Belk card purchases). The Belk Premier Card offers additional benefits and services to customers who purchase \$600 or more on their Belk Rewards Card in a calendar year, including unlimited free deluxe gift wrapping and free basic alterations (excludes clearance items that are 50 percent off or more), special financing, no annual fee, and notifications of special savings and sale events. The Belk Elite Card offers exclusive pre-sale events, special triple points events and quarterly pick-your-own sales days for customers whose annual Belk Rewards Card purchases are \$2,500 or more.

Belk Expansion Plans

This fall, Belk will open seven new stores with a combined selling space exceeding a half million square feet. New Belk stores are scheduled to open on October 17th in Cape Coral, Fla., Palm Coast, Fla., Alpharetta, Ga., Bossier City, La., Burlington, N.C. (relocation), Murfreesboro, Tenn., and Rockwall, Texas. Seven Belk store expansions were completed on September 12th in Decatur, Huntsville and Tuscaloosa, Ala.; Douglasville and Kennesaw, Ga.; and Franklin, Tenn. Other store expansions are scheduled for completion in Shallotte, N.C. on October 17th, and in Raleigh, N.C. (Crabtree Valley Mall), Knoxville, Tenn. (West Town Mall) and Kill Devil Hills, N.C. on November 14th.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. is the largest privately owned department store company in the United States. With the addition of the seven new stores in October, Belk will operate a

total of 304 Belk stores in 16 southern states. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership.

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