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News Release

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New Belk.com Web Site Debuts with Innovative Design, Enhanced Shopping Experience and Outstanding Assortments of Top Fashion Brands

Belk establishes new eCommerce division and fulfillment center, teams with leading eCommerce vendors to create a winning online shopping experience for customers

CHARLOTTE, N.C., October 13, 2008 – Belk, Inc. today announced the launch of its new Belk.com Web site that features a host of improvements aimed at meeting the needs of Belk's online customers and users of the site.

"Our talented eCommerce team has partnered with the best eCommerce resources in the business to help us rebuild Belk.com from the ground up," said McKay Belk, president and chief merchandising officer of Belk, Inc. "The new site will provide customers with an entirely new online shopping experience that reflects the essence of Belk."

"This marks the beginning of a long-term commitment by Belk to provide a state-of-the-art online shopping channel for customers that will complement our bricks and mortar business. We're excited about the launch of the new Web site and encourage everyone to visit Belk.com and see the difference."

The new Belk.com features a wide assortment of fashion apparel, accessories and shoes plus a large selection of cosmetics, home and gift merchandise. Many top name fashion brands are offered along with many of Belk's exclusive private brands. The site debuted earlier this month with more than 50,000 items available for purchase, and will offer more than 100,000 items by year-end.

"This is an exciting opportunity for Belk to showcase and extend our brand and identity beyond our 16-state store footprint," said Belk. "Belk has served communities throughout the South since 1888. Our new Web store reflects the long-standing reputation, values and mission of our company to provide fashion, value, quality and service backed by a satisfaction-guaranteed policy. It will profile the brands that differentiate Belk and help make our stores the fashion leaders and department stores of choice in our markets."

Examples of featured national brands currently offered at Belk.com include:

- For women – Lauren Ralph Lauren, Jones New York Signature, Karen Kane, Kenneth Cole New York, Tahari ASL, Wacoal, Lucky Brand Jeans, and Liz Claiborne

-More-

- For men – Polo Ralph Lauren, Nautica, Haggar, Lucky Brand Jeans, DKNY Jeans, Columbia Sportswear, Greg Norman Collection, Callaway Golf and Ashworth Golf Company
- Shoes – Donald J. Pliner, Jessica Simpson, Van Eli, Merrell, BCBGirls, Cole Haan, Johnston and Murphy and Kenneth Cole Reaction
- Cosmetics and fragrances – Aramis, Benefit, Bobbi Brown, Erno Lazlo, Le Couvent des Minimes, Origins, Prescriptives, Clinique, Estée Lauder and Lancôme
- Accessories – Brahmin, Dooney and Bourke, Etienne Aigner, Jessica Simpson, Kathy Van Zeeland, Michael Kors and watches by Skagen, Citizen, Bulova, and Seiko
- For the home – Lauren Ralph Lauren Home, Tommy Bahama, Kate Spade, Lenox, Waterford, Wedgwood, Villeroy and Boch, All-Clad and American Tourister

Outstanding assortments of Belk's exclusive private brands are also available online at Belk.com, including:

- For women – the new Kristin Davis line, Kim Rogers®, Kim Rogers Signature®, Madison, Madison Studio, Choices, and ND New Directions
- For men – Meeting Street®, Pro Tour®, Saddlebred™ and W.H. Belk™
- For the home – Biltmore™ For Your Home, Mary Jane's Home, Lorena Garcia, Cooks Tools™, Estate Collection, and Home Accents®

Merchandise for children, juniors and young men will be available from Belk.com beginning in spring 2009.

Belk established a new eCommerce division at its corporate office in Charlotte to plan and develop the new Web site and has opened a 147,000-square-foot eCommerce fulfillment center in Pineville, N.C. to process handling and shipping of online orders. A customer care call center located in Melbourne, Fla. will handle Belk.com's customer service calls and orders placed via the Web site's toll-free customer service number, 866-235-5443. The division is headed by Steve Duchelle, senior vice president of eCommerce, who held key eCommerce positions with The Bombay Company, RadioShack and Circuit City before joining Belk in fall 2007.

"We've built our new Belk.com site with a focus on making online shopping at Belk convenient and enjoyable," said Duchelle. "The site has an attractive and engaging visual design and features many new functions that allow customers to easily find, view and purchase the merchandise they want. Traditional Belk customers will find that merchandise selection, pricing and services are consistent with what is offered in Belk stores. We plan to continue enhancing the online customer experience of the Web site based on what customers tell us they want and need."

Belk.com users can shop for items by merchandise department, category and brand. Search options include price, size, color, new arrivals, and sale items. Once an item is selected, users view a page containing detailed product information and a photo. They can zoom and pan across the photo to see more details and view how the item will look in available colors. The item can be added to the customer's shopping bag or "wish list," or the page can be sent by email to a friend. Another option provided is to locate a nearby Belk store that has the item in stock.

Other highlights of the new Belk.com Web site include:

- An updated Wedding Registry offers expanded assortments of bridal, gift and home merchandise; enhanced online gift registry tools and product knowledge guides; and the latest wedding planning tips and trend information for brides-to-be.
- A hassle-free return policy allows Belk.com shoppers to return items purchased on the Web site to their nearest Belk store location or to have them shipped to the Belk Fulfillment Center.

-More-

- Belk.com shoppers can use their Belk Rewards Card or MasterCard, Visa, Discover or American Express bank cards to make online purchases. Eligible Belk promotional discount coupons and Belk Rewards dollars can be applied toward the purchase price at the time of checkout.
- A “Gift Recommendations” feature allows users to shop for gifts by occasion (anniversary, birthday, house warming or wedding) or by gift recipient (men, women, kids, home).
- Decorative Belk gift boxes are available for purchase and the basic gift box is free for Belk Rewards Card Premier and Elite customers.
- A “Fashion Report” section provides information on the latest fashion trends and Belk seasonal fashion recommendations by Arlene Goldstein, Belk vice president of trend merchandising and fashion director.
- Web site users can sign up for email updates from Belk on fashion trends and upcoming events and sales promotions. They can also view select Belk catalogs and ads.
- Updated Belk, Inc. corporate sections provide a summary of Belk’s history and information about the company today, including career opportunities, community involvement, diversity initiatives, a company newsroom, SEC filings, and more.

Belk retained the following companies as key partners in developing and launching the new Belk.com Web site:

- Avenue A | Razorfish – Web site design
- SkillNet – Technology
- Escalate Retail – Web site software platform
- RR Donnelly – Web photography
- Adobe Scene7 – Dynamic imaging
- Coremetrics – Web analytics
- Endeca – Web site search and guided navigation
- Bazaarvoice – Customer ratings and reviews
- GSI Commerce – Call center operation
- Hosted Solutions – Computer hosting provider

The first Belk.com eCommerce Web site was launched in January 2001 featuring an online wedding registry.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. is the nation’s largest privately owned department store company. It operates more than 300 Belk stores located 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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