



**FROM STYLE ICON TO FASHION BRAND:
"SEX AND THE CITY" STAR AND BELK TO LAUNCH
EXCLUSIVE KRISTIN DAVIS LINE THIS FALL**

Charlotte, N.C. – June 2, 2008 — Belk today announced an exclusive partnership with Kristin Davis, whose self-titled brand will debut at Belk stores this fall. The brand will initially be offered in 125 Belk stores and online at **Belk.com** and will be expanded to additional Belk locations next spring. The modern, feminine, style-savvy line will launch with compelling assortments of women's apparel, sleepwear, loungewear, shoes, handbags and jewelry.

The actress, best known for her role as Charlotte in the long-running HBO series now in syndication on TBS and in the recently launched movie "Sex and the City," says that the line evokes femininity and is designed for women who love all the facets of their life and want the clothes to work for them no matter what role they are playing at the time.

"We're thrilled with our association with Kristin Davis and look forward to unveiling this exciting new line for Belk customers this fall," said McKay Belk, president and chief merchandising officer of Belk, Inc. "Kristin is a great fit for Belk. She grew up shopping in our stores and is in tune with the fashion sensibility of our customer base. We think they'll love the modern fashion looks of the Kristin Davis brand. It's designed to capture Kristin's look and personality and to provide cutting-edge fashion assortments that customers won't find in any other store."

"The only way I would have done a line of clothing is to do it at Belk," said Kristin Davis. "I feel like I understand what the Southern woman wants to wear- it's influenced my personal style so much growing up in the South."

Belk's partnership with Davis developed as a result of the company's desire to expand and enhance its assortments of modern merchandise in the "better" zone of merchandise, specifically based on what its customers are wanting.

"Providing customers with the Kristin Davis line is a perfect mix of modern fashion that reflects her unerring style," said John Thomas, Belk Executive Vice President and

General Merchandise Manager, Private Brands. “We’re creating a brand covering a total lifestyle that will be evocative of Kristin— fashionable, feminine and fun. Our goal is to make Kristin Davis our leading fashion line across all categories.”

Davis is scheduled to appear at select Belk store locations this fall to promote the clothing line. Belk plans to market the campaign through direct mail, fashion advertising, and the web.

Perfect for any woman, the Kristin Davis line takes a modern, flirty twist on feminine apparel, intimates, sleepwear, footwear, handbags and jewelry. Prices will range between \$38- \$240 per item, allowing the fashion-savvy customer to purchase a complete lifestyle brand with a great value proposition.

Plans call for the Kristin Davis brand to be extended to additional categories across the store in the future. Davis’s personal style is reflected in every item’s keen attention to detail, creating fresh and unique details, textures and styles.

Key classifications within the Kristin Davis women’s apparel line will include dresses, knits and sweater knits, wovens, jeanswear, active wear, and outerwear. Belk stores will showcase the collection prominently in specially designed Kristin Davis shops ranging in size from 500 to over 1,000-square-feet of space.

About Kristin Davis

Through a variety of roles in television, film and on stage, Kristin Davis has proven herself a talented and versatile actress.

Her role as Charlotte York for six seasons on HBO’s *Sex and the City* earned Davis nominations for an Emmy and a Golden Globe Award for Best Supporting Actress in a Comedy Series. The show also starred Sarah Jessica Parker, Cynthia Nixon and Kim Cattrall, all four women winning the Screen Actors Guild Ensemble Award not once but twice. *Sex and the City* also won an Emmy and numerous Golden Globe Awards throughout its six seasons.



In 2006, Davis starred opposite Matthew Broderick, Danny DeVito and Kristin Chenoweth in the Fox holiday comedy *Deck the Halls*, directed by John Whitesell. She also starred with Tim Allen, Danny Glover and Robert Downey Jr. in the feature film update of Disney’s *The Shaggy Dog*, directed by Brian Robbins. In 2005, she appeared with David Arquette in Robert Rodriguez’s children’s adventure feature, *The Adventures of Shark Boy and Lava Girl in 3-D*.

In addition to film and television, Davis continues to work in the theatre. In May 2006, she made her London theatre debut, reprising her role as ‘Sunny Jacobs’ in *The Exonerated*. Davis initially joined the rotating cast of actors recounting true stories of wrongly accused and convicted death-row inmates in the critically acclaimed off-Broadway production in 2003. In 2002, Davis appeared

on stage in *Brave New World*, a collection of poignant original works that commemorated the September 11th attacks. In *Land of the Dead*, written and directed by Neil LaBute, Davis starred opposite Paul Rudd as a woman who must deal with losing two loved ones on the tragic day.

Prior to *Sex and the City*, Davis made an impact on the television scene when she joined the pop culture phenomenon, *Melrose Place*, and brought life to the devious Brooke Armstrong. Her additional television credits include the Turner Network Television (TNT) original film, *The Winning Season*, starring as the fiancée of real-life baseball legend Honus Wagner, as well as guest-starring roles on *Will & Grace*, *Seinfeld*, *Friends*, *ER*, and *The Larry Sanders Show*.

Next up, Davis returns as the ever-hopeful Charlotte York Goldenblatt in the widely anticipated *Sex and the City: The Movie*. We find Charlotte having found happiness on the Upper East Side with Harry, her unlikely prince of a husband, and their beautiful adopted daughter Lily.

Born in Boulder, Colorado, Davis moved to Columbia, South Carolina when her father, a Professor of psychology, transferred to the university there. She later attended Rutgers University to complete her BFA in their classical theatre training program and upon graduation moved to New York where she began working in classical and contemporary theatre, as well as commercials.

Aside from acting Kristin's other passion is in philanthropy. For the past several years she has devoted herself to work with Oxfam America, an organization dedicated to alleviating poverty and injustice around the world. She has traveled with them to South Africa, Mozambique and Uganda and looks forward to returning to Africa next year. She focuses her attention on women's issues and animal rights.

Davis divides her time between New York and Los Angeles.

About Belk, Inc.

Based in Charlotte, N.C., Belk, Inc. (www.belk.com) is the largest privately owned department store company in the United States, with 307 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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