



News Release

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Exciting Changes Planned at Belk of Monroe Mall *\$6 Million Expansion and Renovation Aimed at Meeting Customers' Needs*

CHARLOTTE, N.C., May 15, 2008 – Belk has announced a \$6 million expansion and renovation of its fashion department store at Monroe Mall in Monroe, N.C. The project is designed to create an exciting new shopping environment and allow Belk to expand its assortments of the latest fashion merchandise to meet the growing needs of customers in Monroe and the surrounding region.

The store will be expanded by 30,000 square feet to a total of approximately 95,000 square feet of space. Construction is scheduled to begin early next year, with completion set for October 2009. The store will feature the latest in retail design décor and merchandise presentation.

Belk at Monroe Mall offers a wide selection of top designer and national brand apparel, cosmetics, accessories, shoes and home furnishings for the whole family. The store also features focused assortments of Belk's exclusive private brand merchandise and a new Belk and Co. Fine Jewelers shop offering an outstanding selection of fine jewelry including high quality diamond jewelry, rubies, emeralds and other fine gemstones.

"We're excited about the expansion and renovation of our store," said Don Robinson, store manager. "It will enable us to better serve our loyal customers in this area by providing more of the top brands and products that they want. These improvements to our store are a sign of Belk's ongoing commitment to be the department store of choice in Monroe."

Belk has been serving the Monroe community since 1888 when the company's first store was opened on May 29, 1888 by founder William Henry Belk. In 1979, the store relocated to its present location at Monroe Mall.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. is the largest privately owned department store

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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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Fact Sheet

Belk, Monroe Mall, Monroe, N.C.

Grand Re-Opening Date:	Wednesday, October 14, 2009
Store Size:	95,000 square feet
Merchandise Offerings:	The store offers a wide selection of leading designer and national brands of cosmetics; fashion apparel, shoes and accessories for men, women and children; gifts; and exclusive Belk private brands. Its home store offers a large selection of home fashions, house wares, gifts and guild merchandise.
Store Address:	Belk Monroe Mall 2115 West Roosevelt Blvd. Monroe, NC 28110
Store Phone Number:	704-289-6551
Store Operating Hours:	Monday – Saturday, 10 a.m. – 9 p.m. Sunday – 1 – 7 p.m.
Store Manager	Don Robinson , 704-289-6551
Vice President and Regional Store Manager:	Mary Conley , 704-867-3671
Belk, Inc. Central Division (Pineville, N.C.)	David Stoval , chairman Gary Pierce , senior vice president, director of stores
Belk, Inc. Corporate Executives (Charlotte, N.C.):	Thomas M. (Tim) Belk, Jr. , chairman and chief executive officer H.W. McKay Belk , president and chief merchandising officer John R. (Johnny) Belk , president and chief operating officer