



## News Release

**Contacts:**

**Jacky Howlett**, store manager, Belk, Wiregrass Commons Mall, Dothan, Ala.  
334-671-2400, Jacky\_Howlett@belk.com

**Doug Shipman**, VP and Regional Store Manager, Pensacola Region  
850-494-6258, Doug\_Shipman@belk.com

### **Exciting Changes Underway at Belk of Wiregrass Commons Mall \$4 Million Expansion and Renovation Aimed at Meeting Customers' Needs**

CHARLOTTE, N.C., April 7, 2008 – Construction is underway on a \$4 million expansion and renovation of Belk of Wiregrass Commons Mall in Dothan, Ala. designed to create an exciting new shopping environment and allow Belk to adjust its assortments of the latest fashion merchandise to meet the growing needs of its customers in Dothan and the surrounding region.

As part of the renovation project, Belk will be relocating its home store in the former McRae's building at Wiregrass Commons to its main department store in the former Parisian building, which is being expanded by more than 30,000 square feet to a total of approximately 95,584 square feet of space.

"The construction will take place in two phases," explained **Jacky Howlett**, store manager. "In the first phase, which is currently underway, our main store (located in the former Parisian building) will expand by 30,000 square feet into the mall with completion scheduled for June. During this time both of our stores will remain open and fully functional."

Once the expansion is complete, the main store will be totally renovated and space reallocated to include the home store, which will relocate this fall with the grand reopening of the combined store on October 15, 2008.

"We're excited about the expansion and renovation of our store," said Howlett. "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. We value the continued loyalty and patronage of our customers and want to express our heartfelt appreciation to all of our loyal customers for supporting us throughout our expansion and renovation process. These improvements to our store are a sign of Belk's ongoing commitment to be the department store of choice in Dothan and surrounding communities."

In October 2008, the home store will move into the newly renovated location and Belk will operate in one store within Wiregrass Commons Mall.

-More-

“We’ll have a totally new, greatly expanded store that features the latest in retail design and merchandise presentation,” said Howlett. “The expansion will enable us to reallocate space and expand our ladies apparel, accessories and shoe departments with updated assortments of top brands. The improvements will give shoppers an exciting new shopping experience at our Wiregrass Commons store and enable us to serve them better than ever before.”

Belk at Wiregrass Commons 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 where customers will find an outstanding selection of fine jewelry including high quality diamond jewelry, rubies, emeralds and other fine gemstones.

### **Belk Customer Services**

Providing superior customer service is a hallmark of Belk, and this will continue to be a top priority at Belk of Wiregrass Commons Mall. 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 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](http://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](http://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 gift wrapping, alterations and many others designed to make shopping enjoyable and “hassle-free.”

### **Belk Store Expansion Plans**

During 2008, Belk plans to open eight new stores with a combined space of approximately 701,160 square feet. New Belk stores opened in March 2008 in Tulsa, Okla., Kissimmee, Fla., Haines City, Fla., Oxford, Miss. and Weatherford, Texas. Fall 2008 new store openings will include: Fort Worth, Texas, Prattville, Ala. (High Point Town Center) and Macon, Ga. (The Shoppes at River Crossing). Six store expansions and remodelings are scheduled

*-More-*

during the year in Snellville, Ga., Jacksonville, Fla. (The Avenues), Dothan, Ala., Birmingham, Ala. (The Summit), Chattanooga, Tenn. (Hamilton Place) and Hoover, Ala.

**About Belk, Inc.**

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

# # #



## Fact Sheet

***Belk, Wiregrass Commons Mall, Dothan, Ala.***

<b>Grand Re-Opening Date:</b>	Wednesday, October 15, 2008
<b>Store Size:</b>	95,584 square feet
<b>Merchandise Offerings:</b>	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.
<b>Store Address:</b>	Belk Wiregrass Commons Mall 900 Commons Drive Dothan, AL 36303
<b>Store Phone Number:</b>	334-671-7258
<b>Store Operating Hours:</b>	Monday – Saturday, 10 a.m. – 9 p.m. Sunday – 1 – 6 p.m.
<b>Store Manager</b>	<b>Jacky Howlett</b> , 334-671-2400
<b>Vice President and Regional Store Manager:</b>	<b>Doug Shipman</b> , 850-494-6258
<b>Belk, Inc. Southern Division (Jacksonville, Fla.)</b>	<b>Dave Penrod</b> , chairman <b>Eric Bass</b> , senior vice president, director of stores
<b>Belk, Inc. Corporate Executives (Charlotte, N.C.):</b>	<b>Thomas M. (Tim) Belk, Jr.</b> , chairman and chief executive officer <b>H.W. McKay Belk</b> , president and chief merchandising officer <b>John R. (Johnny) Belk</b> , president and chief operating officer