



## NEWS RELEASE

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### **Grand Opening of New Belk at High Point Town Center in Prattville, Ala. is October 15 at 9:30 a.m.**

***New store offers top fashion brands, superior service and full-line home store; celebration includes special promotions and prize drawings***

CHARLOTTE, N.C., Oct. 1, 2008 — Belk is placing the finishing touches on its new 96,240-square-foot fashion department store at High Point Town Center in Prattville, Ala. in preparation for the store's grand opening on Wednesday, Oct. 15. The store is located at exit 179 on Interstate 65 and Hwy. 14 (Cobbs Ford Road).

Belk's grand opening celebration will begin with a 9:30 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 \$9 million 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. Additionally, customers will find a wide selection of Belk's exclusive private brand apparel, accessories, shoes and home furnishings labels.

"We're pleased and excited to be opening a larger brand new Belk store to serve the growing needs of our customers in the River Region of Central Alabama," said **Dennis Ripple**, vice president and regional manager, x region. "We have operated a very successful store at Premier Place since 1997 and decided to build this new store that will allow us to better meet our customers' shopping needs by expanding our offerings of the top brands of fashion apparel, cosmetics, shoes, accessories and home merchandise for the whole family."

"We want our customers to have a great shopping experience when in our store," added **Salem Boohaker**, store manager. "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."

#### **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 first 200 customers on Wednesday, Oct. 15 will receive Belk Gift Cards ranging in value from \$5 to \$500 and a chance to win \$5,000 (while supplies

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last). Other special events to be held throughout the month include: Belk Charity Day (Saturday, Oct. 11); a bridal focus event (Saturday, Oct. 18) and Diva Day (Saturday, Oct. 18). See “Special Events Fact Sheet” for details.

“Belk has a long-standing reputation for community involvement and supporting worthy charitable efforts,” said Boohaker. The Charity Shopping Day event on Saturday, Oct. 11 from noon to 8 p.m. “is just the first example of how we plan to get involved in the Prattville and Millbrook, Ala. community and become an active and caring corporate citizen.”

### **Store Highlights**

The new Belk at High Point Town Center 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 at High Point Town Center will be part of Belk’s Western Division based in Birmingham, Ala. and operates other stores in Auburn, Alabaster, Birmingham (Downtown and The Summit), Homewood, Hoover (Riverchase), Montgomery, Selma and Trussville, Ala.

### **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 at High Point Town Center. 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 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 gift wrapping, 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.

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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 special triple points events, quarterly pick-your-own sales days, and 20 percent off birthday coupons for customers whose annual Belk Rewards Card purchases are \$2,500 or more.

In celebration of the grand opening of the High Point Town Center Belk store, Belk Card customers will receive an extra 15 percent discount on all sale items (10 percent on home and shoes; 25 percent on fine jewelry) Wednesday and Thursday, Oct. 15 and 16. Plus, Belk Card customers will earn Double Rewards Points and Elite Card customers will earn Triple Rewards Points when they shop with their Belk Rewards Card. On Friday and Saturday, Oct. 17 and 18, all Belk Card customers will earn Double Rewards Points store wide. Customers who apply for a Belk Rewards Card during the Grand Opening Sale will receive a free gift and, if approved, 20 percent off through Saturday, Oct. 18 for Belk Card purchases. (More details on this offer are available at the store.)

### **Belk Store Expansion Plans**

This fall, Belk will open three new stores with a combined selling space exceeding 325,000 square feet. New Belk stores are scheduled to open on Oct. 15 in Fort Worth, Texas, Macon, Ga. and Prattville, Ala. Belk expanded its Snellville, Ga. and Jacksonville, Fla. (The Avenues) stores and completed a major renovation of its Hoover, Ala. store on May 7, 2008. Other store expansions are scheduled for completion in Dothan and Birmingham, Ala. (The Summit) on Oct. 15 and Covington, La. on Nov. 21.

### **About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. is the largest privately owned department store company in the United States with 308 stores in 16 southern states as of Oct. 15, 2008. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership.

Customers can now enjoy a greatly expanded merchandise assortment, a bold new design and lots of exciting features on Belk.com to make online shopping at Belk easy and enjoyable.

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