



NEWS RELEASE

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Grand Re-Opening of Expanded Belk at Wiregrass Commons Mall Is Wednesday, Oct. 15

CHARLOTTE, N.C., Oct. 3, 2008 —Belk is preparing to celebrate the grand re-opening of its newly renovated and expanded main store at Wiregrass Commons Mall in Dothan, Ala. on Wednesday, Oct. 15 with special promotions and store events.

The store has been expanded by more than 30,000-square-feet to a total of approximately 95,584-square-feet to make room for a spacious new home store (which was temporarily located in the former McRae's building) and to expand the ladies apparel, accessories and shoe departments that now offer a larger selection of the latest fashion brands and assortments.

The store's selection includes 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.

"We're excited about the expansion and renovation of our store," said Jacky Howlett, store manager. "The improvements will enable us to better serve our loyal customers in this area by providing more of the top brands and products that they want. This \$4 million project is a sign of Belk's ongoing commitment to be the department store of choice in Dothan and surrounding communities. 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. We want customers to have a great shopping experience each time they shop with us and we invite everyone to join us in the grand re-opening celebration events."

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 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

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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.

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.

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 that make online shopping at Belk easy and enjoyable.