



## NEWS RELEASE

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### Grand Re-Opening of Belk at Ashland Town Center is Wednesday, June 3

CHARLOTTE, N.C., May 28, 2009 – Belk will celebrate the grand re-opening of its newly renovated main store and expanded men’s and home store at Ashland Town Center in Ashland, Ky. (located at 500 Winchester Avenue) on Wednesday, June 3.

The celebration will include special promotions, store events and a ribbon-cutting ceremony beginning at 9:30 a.m. at the mall entrance near the women’s and children’s store. At that time, a \$5,000 grant from The Belk Foundation will be presented to River Cities Harvest.

Belk’s \$3.6 million expansion and renovation project includes the addition of a new 30,000-square-foot men’s and home store (located in the former J.C. Penney building) and the renovation of its current 65,000-square-foot store that now houses the women’s and children’s departments. The stores feature the latest in retail design décor and merchandise presentation and offer larger selections of the latest brands and assortments of merchandise.

“We’re excited about the addition of our new men’s and home store and renovation of our main store,” said Jim Ifert, store manager. “These improvements will enable us to better serve our loyal customers in this area by providing an updated shopping environment that offers more of the top brands and styles that they want.”

Featured men’s national brand names include Chaps, Columbia, Dockers, Geoffrey Beene, Haggard, Izod, Lauren, Nautica, Perry Ellis, Polo, Savane, Tommy Bahama and Van Heusen. Belk also offers exclusive lines of private brands such as WH Belk, Pro Tour, Red Camel and Saddlebred.

The expanded home department features brands endorsed by top celebrity chef Emeril Lagasse (Emerilware) and Belk’s exclusive Lorena Garcia brand. Other featured Belk home brands include Biltmore For Your Home, Mary Jane’s Farm and Home Accents.

Belk’s updated bridal registry program is designed so that brides-to-be can conveniently register in the store or online at Belk.com and choose from a large variety of products for the home. Belk’s bridal consultants provide personal one-on-one service to assist brides in their bridal registry process and simplify gift selection and gift giving for friends and family.

Belk carries top name brand products for the bride’s home, including Anchor Hocking, Back to Basics, Black & Decker, Calphalon, Corning/Pyrex, Cuisinarts, Homedics and Kitchen Aid, as well as leading china,

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crystal and flatware patterns by Lenox, Marquis/Waterford, Noritake, Oneida, Pfaltzgraff, Royal Albert, Royal Doulton, and Wedgwood.

Belk's renovated main store offers expanded offerings of women's and children's assortments, including a wide selection of top designer brands from Karen Kane, Liz Claiborne, Lucky, Jones New York and other leading brands of national apparel, cosmetics, accessories, and shoes. The store features focused assortments of Belk's exclusive private brand merchandise including the new Kristin Davis line and a Belk and Co. Fine Jewelers shop offering an outstanding selection of fine jewelry, watches and gifts.

"Our investment in the renovation and expansion of our store is a sign of Belk's ongoing commitment to be the department store of choice in the Ashland community," said Ifert. "We invite everyone to join us in the grand re-opening celebration events."

Belk has been serving the Ashland community since 1993 and operates eight other stores in Kentucky and West Virginia regions: Corbin, Elizabethtown, Middlesboro, Somerset and Richmond, Ky. and Bluefield, Beckley, Morgantown and Parkersburg, W.Va.

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

Charlotte, N.C.-based Belk, Inc. is the largest privately owned mainline department store company in the United States with over 300 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.

Customers now have access to a greatly expanded merchandise assortment, a bold new design and many exciting features on Belk.com to make online shopping at Belk easy and enjoyable.

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