



## NEWS RELEASE

For More Information:  
**Scott Sutton**, store manager  
[Scott\\_Sutton@belk.com](mailto:Scott_Sutton@belk.com)  
843-686-8710 ext. 201

### **Grand Re-opening of Newly Expanded Belk at Shelter Cove Mall**

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

CHARLOTTE, N.C., Oct. 13, 2009 — Belk unveils its 18,000-square-foot expansion and remodeling of its fashion department store at The Mall at Shelter Cove in Hilton Head Island, S.C. on October 14. Belk's grand re-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.

During the first phase, the main store was expanded into adjacent space in the mall by nearly 18,000-square-feet. The new area has been completely renovated to house expanded cosmetics, shoes, and ladies accessories departments. The Today's Woman, juniors and children's departments that were previously housed in separate locations within the mall were moved back into the main store. The Men's and Home store remains in a separate building within the mall. Then, the second phase of the expansion and renovation project included a full renovation of the main store.

Belk at The Mall at Shelter Cove 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, watches and gifts.

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“We’re excited to open a greatly expanded store in the Hilton Head area to meet the shopping needs of our customers,” said **Eric Bass**, senior vice president and director of stores of the Belk Southern Division based in Atlanta, Ga. “We designed the store and the merchandise mix based on what our customers in this community have told us they want. We will offer full assortments of leading brand apparel, cosmetics, accessories and home merchandise for the whole family.”

“We want our loyal customers to have a great shopping experience when in our store,” added **Scott Sutton**, store manager. “Our dedicated team of associates is eager to begin serving customers and we invite everyone to come out to see the renovations and join us in the re-grand opening celebration events.”

Belk has been serving the Hilton Head community since the store opened at The Mall at Shelter Cove 1988.

### **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. 14 will receive Belk Gift Cards ranging in value from \$5 to \$500 (while supplies last). Other special events to be held throughout the month include: Shoe Follies event (Thursday, Oct. 15); a Kids Day (Saturday, Oct. 17) and GolfTEC (Saturday, Oct. 17).

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

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