



NEWS RELEASE

For More Information:

Jacky Howlett, store manager

770-251-4336, Jacky.Howlett@belk.com

Grand Opening of New Belk at The Forum Ashley Park in Newnan, Ga. is March 11 at 9:30 a.m.

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., Feb. 25, 2009 — Belk is placing the finishing touches on its new 120,958-square-foot fashion department store at The Forum Ashley Park (450 Newnan Crossing Bypass) in Newnan, Ga. in preparation for the store's grand opening on Wednesday, Mar. 11.

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 \$11.9 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 excited to open a brand new, greatly expanded store in the Newnan area to meet the shopping needs of our customers in the Coweta County community," said **Eric Bass**, senior vice president and director of stores of the Belk Southern Division based in Jacksonville, Fla. "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 **Jacky Howlett**, 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."

The new store replaces the former 71,000-square-foot Belk store at Newnan Crossings which opened in 2002. Belk has served the Newnan community since 1943.

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, Mar. 11 will receive Belk Gift Cards ranging in value from \$5 to \$5,000 (while supplies last). Other special events to

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be held throughout the month include: Belk Charity Day shopping event (Saturday, Mar. 7); a bridal focus event (Saturday, Mar. 14) and Diva Day (Saturday, Mar. 14). See “Special Events Fact Sheet” for details.

“Belk has a long-standing reputation for community involvement and supporting worthy charitable efforts in the community,” said Howlett. The Charity Shopping Day event on Mar. 7 from noon to 8 p.m. “is another example of how we plan to continue our involvement in the Newnan community as an active and caring corporate citizen.”

Store Highlights

The new Belk at The Forum Ashley Park 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 also operates stores throughout Georgia in Alpharetta, Athens, Atlanta (Phipps Plaza), Buford, Canton, Carrollton, Cartersville, Centerville, Conyers, Cumming, Douglasville, Duluth, Fayetteville, Gainesville, Griffin, Kennesaw, LaGrange, Marietta, McDonough, Milledgeville, Norcross, Rome, Snellville, Thomaston and Winder.

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 The Forum Ashley Park. 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

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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.

In celebration of the grand opening of the Newnan 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, Mar. 11 through Thursday, Mar. 12. Plus, Belk Card customers will earn Double Rewards Points when they shop with their Belk Rewards Card from Wednesday, Mar. 11 through Sunday, Mar. 15. Customers who apply for a Belk Rewards Card during the Spring Sale will receive a free gift and, if approved, 20 percent off for Belk Card purchases. (More details on this offer are available at the store.)

Belk Store Expansion Plans

This spring, Belk will open three new stores with a combined total space of approximately 268,500-square-feet. In addition to the Newnan store, new Belk stores are scheduled to open on Mar. 11, 2009 in Winder, Ga. (Barrow Crossing) and Richmond, Ky. (Richmond Centre). Store expansions are scheduled for completion this spring in Knoxville, Tenn. (Colonial Pinnacle at Turkey Creek) and Ashland, Ky. (Ashland Town Center).

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. is the largest privately owned department store company in the United States with 309 stores in 16 southern states as of Mar. 11, 2009. 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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FACT SHEET

Belk at The Forum Ashley Park, Newnan, Ga.

For more information:

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Grand Opening Date:	Wednesday, March 11, 2009 Ribbon-cutting: 9:30 a.m. at store's main entrance
Store Size:	120,958-square-feet
Special Services & Amenities:	The full-service store will offer a variety of Belk customer services, such as a gift registry, gift-wrapping, alterations, Belk Gift Cards and Belk revolving and interest-free charge accounts.
Store Design and Display:	In addition to its distinctive store exterior, Belk at The Forum Ashley Park has a bright, open interior, 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. Merchandise displays throughout the store showcase the latest merchandise offerings and fashion trends and help create a fun and convenient shopping environment.
Store Address:	Belk at The Forum Ashley Park 450 Newnan Crossing Bypass Newnan, GA 30265
Store Phone:	770-251-4335
Store Operating Hours:	Monday – Saturday, 10 a.m. – 9 p.m. Sunday, 11 a.m. - 7 p.m.
Store Manager	Jacky Howlett , 770-251-4336, Jacky.Howlett@belk.com
Atlanta, Ga. VP and Regional Manager	Karen Greager , 404-814-3200, ext. 388
Belk, Inc. Southern Division Executives (Jacksonville, Fla.)	<ul style="list-style-type: none">▪ Dave Penrod, chair▪ Eric Bass, senior vice president & director of stores
Belk, Inc. Corporate Executives (Charlotte, N.C.)	<ul style="list-style-type: none">▪ Thomas M. (Tim) Belk, Jr., chairman and chief executive officer▪ H.W. McKay Belk, president and chief merchandising officer▪ John R. (Johnny) Belk, president and chief operating officer
Merchandise Offerings:	Belk at The Forum Ashley Park will offer a wide selection of leading designer and national brands of fashion apparel, shoes and accessories for men, women and children; cosmetics; gifts; and exclusive lines of Belk private brands apparel, accessories, shoes and home merchandise. Its home store will offer a large selection of home fashions, house wares, gift and guild merchandise.

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Belk National Brands Including:

- **Ladies sportswear** by Alfred Dunner, Allison Taylor, Bandolino, BCBGeneration, Cable & Gauge, Calvin Klein, Caribbean Joe, Grace, Jeanne Pierre, JH Collectibles, JNY Signature, Jones New York, Karen Kane, Kenneth Cole Reaction, Lauren, Lauren Jeans, Lee, Levi, Lucky, Mind Set, Sophie Max, Sport and Rafaella.
- **Ladies shoes** by AK/Anne Klein, Bandolino, Bare Trap, BCBG Girls, Born, Calvin Klein, Clarks, Dr. Scholls, Easy Spirit, Franco Sarto, Grasshoppers, Ked, Life Stride, Liz Claiborne, Merrell, Naturalizer, Nina, Nine West, Rampage, Sam Edelman, Sketchers, Soft Spots, Sperry, Unlisted, White Mountain, Wolverine and Yellow Box.
- **Intimate apparel** by Aria, Calvin Klein, Eileen West, Fashion Forms, Hanes, Ivy and Annabelle, Jones New York, Laura Ashley, Lauren, Lilyette, Maidenform, Naomi and Nicole, Nautica, Olga, Playtex, Barely There, Jockey, Miss Elaine, Hue, Vanity Fair and Wacoal.
- **Accessories** by Aigner, AK, Anne Klein, Bijoux Givenchy, Brahmin, Dooney & Bourke, Carolee, DKNY, Erica Lyons, Fossil, Guess, Kathy Van Zeeland, Kenneth Cole, Lauren, Lily Waters, Liz Claiborne, Lucky, Michael Kors, Monet, Nautica, Nine West, Skagen, Steve Madden, Timex and Unlisted.
- **Fine Jewelry** by Bulova, Citizen and Seiko.
- **Cosmetics** by Clinique, Estée Lauder and Lancôme.
- **Men's clothing and sportswear** by Austin Reed, Callaway, Calvin Klein, DKNY, Greg Norman, Lucky, Ralph Lauren/Polo, Hart Schaffner & Marx, Nautica, Geoffrey Beene, Lauren, Chaps, Columbia, Lauren, Perry Ellis, Van Heusen, Dockers, Haggard, Izod, Savane and Tommy Bahama.
- **Home merchandise** by Anchor Hocking, Bardwil, Black & Decker, Calphalon, Corning/Pyrex, Cuisinarts, Dansk, Emerilware, Fitzfloyd, Frenchtex, Gorham, Homedics, Kitchen Aid, Krups, Lenox, Liz Claiborne, Marquis/Waterford, Nautica, Noritake, Oneida, Oscar De La Renta, OXO, Paula Deen, Pfaltzgraff, Ralph Lauren, Revere, Riedel, Rowenta, Salton, Samsonite, Spode, Tommy Bahama, Vera Wang, Wamsutta, Wedgwood and Yankee Candle.

Belk Private Brands Including:

- **Kristin Davis** fragrance, ladies apparel, shoes, intimate apparel and handbags
- **Kim Rogers** ladies sportswear, shoes and jewelry
- **Choices** ladies apparel
- **ND (New Directions)** ladies apparel
- **Madison** ladies sportswear
- **Madison Studio** ladies sportswear, intimate apparel, handbags, accessories, jewelry, hosiery and shoes
- **Be Inspired** ladies activewear apparel
- **Belk Silverworks** accessories
- **Meeting Street** men's clothing and accessories
- **Saddlebred** men's apparel, shoes
- **WH Belk,**
- **Pro Tour** golf apparel
- **Red Camel** apparel for young men and juniors
- **J. Khaki** apparel for children
- **Nursery Rhyme** for infants and toddlers
- **Biltmore** home fashions
- **Mary Jane's Farm** home fashions
- **Home Accents** home fashions and housewares
- **Lorena Garcia** home fashions and housewares
- **Cook's Tools** housewares

Customers will also find an outstanding selection of fine jewelry and quality watches at the store's Belk and Co. Fine Jewelers shop including high quality diamond jewelry, rubies, emeralds and other fine gemstones.

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GRAND OPENING SPECIAL EVENTS

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Belk Chamber VIP Preview Night

- In-store entertainment

Thursday, March 5, 2009
5:30 – 7:30 p.m.

Belk Charity Day

Qualifying charities and other non-profit community organizations from throughout the Newnan area will have an opportunity to benefit from Belk's Charity Day shopping event. Each of the participating charities will sell tickets to the public prior to the event for \$5 each, keeping all the money collected. The ticket entitles the ticket holder to receive an additional 20 percent off of all regular and sale prices at the new Belk, except in the home and shoe departments, where a 15 percent discount will be given. All normal merchandise exclusions will apply. Tickets will also be sold at the store during the event, with proceeds from the ticket sales distributed among participating charities. Representatives of the participating charities and non-profit groups will be present during the event to share information about their organizations.

Saturday, March 7, 2009
12 – 8 p.m.

Belk customers will receive a merchandise discount in return for a \$5 donation to one of the participating charities. Customers may also register to win a \$500 Belk Gift Card and \$500 to donate to the participating charity of their choice.

Belk at The Forum Ashley Park Grand Opening

- Ribbon-cutting ceremony at store entrance at 9:30 a.m.
- Store opens, 10 a.m.
- First 200 customers receive Belk Gift Cards ranging from \$5 to \$5,000 (while supplies lasts) immediately following the ribbon-cutting ceremony.
- Register to win (four \$250 Belk shopping sprees) in four different merchandise areas: women's, men's, children's and home through Sunday, March 15.

Wednesday, March 11, 2009

Diva Day

The first 50 "DIVAS" (girls 12 years and under) to walk the red carpet in the girls' 4-16 department will receive VIP treatment, including a "Glamour Shot" photo souvenir, mini-makeovers, a feather boa, and free gift with a \$25 purchase in the girls department (while supplies lasts).

Saturday, March 14, 2009
11 a.m. – 2 p.m.

Bridal Focus Event

Brides-to-be can stop by the bridal department to meet the new store's bridal consultant and receive a free slice of wedding cake (while supplies last).

Saturday, March 14, 2009
1 – 4 p.m.

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