



News Release

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Jerri L. DeVard Elected to Belk, Inc. Board of Directors



CHARLOTTE, N.C., May 26, 2010 — Belk, Inc. stockholders elected Jerri L. DeVard of New York City, N.Y. to the company's board of directors at today's annual meeting.

Two other Belk, Inc. board members – John R. Belk, Belk, Inc. President and Chief Operating Officer, and Elizabeth Valk Long of Hendersonville, N.C. and Tequesta, Fla. – were reelected to serve new three-year terms.

Since 2007, Ms. DeVard has been the principal of DeVard Marketing Group, a consulting firm specializing in advertising, branding, communications and marketing strategies. Prior to starting the firm, she served as Senior Vice President of Marketing for Verizon Communications, Inc., from 2005 until 2007, and as its Senior Vice President, Marketing Communications and Brand Management from 2003 until 2005. Prior to 2003, she held a variety of positions, including Chief Marketing Officer of the E-Consumer Business at Citibank N.A.; Vice President of Marketing for Revlon Inc.'s Color Cosmetics; Vice President of Marketing for Harrah's Entertainment; Director of Marketing for the NFL's Minnesota Vikings; and several brand management positions at the Pillsbury Company.

Ms. DeVard also serves as a director of Gurwitch Products, as a member of the PepsiCo African American Advisory Board and as vice chair of the Spelman College board of trustees. From 2004 until 2006, she served as a director of Tommy Hilfiger Corporation. She is a graduate of Spelman College with a Bachelor of Arts degree in economics, and she received a Master's of Business Administration degree from Clark Atlanta University.

Other incumbent members of the board are: Thomas M. Belk, Jr., Belk, Inc. Chairman and Chief Executive Officer; H.W. McKay Belk, Belk, Inc. President and Chief Merchandising Officer; J. Kirk Glenn, Jr. of Winston-Salem, N.C.; John W. Townsend, III of Greenwich, Conn.; Thomas C. Nelson, of Charlotte, N.C.; and John R. Thompson of Minneapolis, Minn.

"We are very pleased to welcome Jerri DeVard to our board," said Tim Belk. "She is a highly respected marketing executive and corporate leader whose counsel and experience will be invaluable to Belk. Additionally, her leadership and service as a director for other companies has given her broad experience on governance issues."

The Belk, Inc. board of directors also adopted a resolution honoring John A. "Jack" Kuhne for exemplary service to Belk and its board of directors upon his retirement from the board.

"We extend our sincere thanks and deep gratitude to Jack Kuhne for his outstanding leadership and valuable contributions to our company over many years. He has been a significant voice in our company, and he will be greatly missed," said Tim Belk.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest privately owned mainline department store company. It operates 306 Belk stores located 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. Its Belk.com Web site is designed with many special features to make online shopping exciting, convenient and easy for customers. It offers a wide assortment of fashion apparel, shoes and accessories for the entire family along with top name cosmetics, a wedding registry and a large selection of quality merchandise for the home.