



News Release

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Belk to Add 39 Jobs at Corporate Office in Charlotte

CHARLOTTE, N.C., Jan. 7, 2010 – Belk today announced that it will be adding 39 jobs at its corporate office in Charlotte as part of an initiative to strengthen its merchandising organization. The jobs will be in the company's buying, merchandise planning and private brands areas and will phased in from March through November of this year. Belk will also be investing in additional technology designed to improve its assortment planning in each of its markets.

“As we plan for future growth, one of our greatest opportunities is to strengthen how we tailor merchandise assortments to meet the specific needs of customers in the different markets we serve,” said Tim Belk, chairman and CEO of Belk, Inc. “We are seeing improved trends and believe this is the right time to invest in building a platform for greater success in the years ahead.”

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. 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.

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Notes:

Certain statements made in this news release are “forward-looking statements” within the meaning of the federal securities laws. Statements regarding future events and developments and the Company's future performance, as well as our expectations, beliefs, plans, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. You can identify these forward-looking statements through our use of words such as “may,” “will,” “intend,” “project,” “expect,” “anticipate,” “believe,” “estimate,” “continue,” or other similar words. Certain risks and uncertainties may cause our actual results to differ significantly from the results we discuss in our forward-looking statements. For information on these risk factors, see the section captioned “This Report Contains Forward-Looking Statements” in our Annual Report on Form 10-K for the fiscal year ended January 31, 2009 and in other filings with the Securities and Exchange Commission. We believe these forward-looking statements are reasonable. However, you should not place undue reliance on such statements. We undertake no obligation to publicly update or revise any forward-looking statement, even if future events or new information may impact the validity of such statements.