



## News Release

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### Belk Partners with Cam Newton to Launch Collection

***Exclusive Line of Men's Apparel Available at Belk in Spring 2013***

CHARLOTTE, N.C., Oct. 8, 2012 – Charlotte-based Belk, Inc., the nation's largest privately run mainline department store, has partnered with NFL quarterback Cam Newton to launch an exclusive line of men's apparel. This exclusive collection, MADE Cam Newton, will offer fashion-forward, versatile, professional apparel options for men, and in fall 2013, will also include accessories and shoes.

"Professional sports play an increasingly important role in fashion, and as a fashion retailer, Belk is excited to be at the forefront of the trend through this brand," says Kathryn Bufano, president and merchandising officer for Belk. "Cam Newton personifies our company's dedication to family, community and the Southern lifestyle, and therefore is a perfect complement to Belk's modern Southern fashions."

"As a man born and raised in the south, I have always known Belk as a benchmark for quality apparel and a destination for clothing that is both functional and stylish. Developing a collection for Belk was a natural fit from the beginning, and we designed the MADE collection with an authentic approach," said Newton. "I'm happy to bring my vision to a clothing line that provides comfortable, on-trend clothing to men and that reflects my personal style."

"MADE Cam Newton is positioned among Belk's 20 private brands which seek to satisfy the modern Southern lifestyle of our customers," said John Thomas, Belk executive vice president, private brands. "We are thrilled to be able to partner with one of today's emerging style icons."

By spring 2013, MADE Cam Newton will be available in 133 Belk stores across the southeast and on Belk.com.

To view the multimedia content associated with this release, please click:

<http://www.multivu.com/players/English/58225-belk-cam-newton-made-mens-fashion/>

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**About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest privately owned mainline department store company with 302 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](http://belk.com) website 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. To connect with Belk via Facebook, Pinterest, Twitter, YouTube, blog, mobile phone text messages or by email, go to: Belk Get Connected.

**Modern. Southern. Style.**

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.

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