



For Immediate Release

FALL BELK CHARITY SALE RAISES MORE THAN \$4.75 MILLION

CHARLOTTE, N.C., Dec. 6, 2010 -- Belk, Inc. announced today that its semi-annual Belk Charity Sale raised more than \$4.75 million for hundreds of local charities, schools and nonprofit organizations located throughout the company's 16-state market area. Combined with the Spring Charity Sale held on May 1, the events generated a total of more than \$9.5 million in contributions to participating non-profits.

On November 6, in return for a \$5 donation, customers received a ticket admitting them to the Charity Sale that entitled them to merchandise discounts ranging from 20 to 70 percent off on Belk purchases. Customers also received \$5 off their first purchase of \$5 or more at the event, and Belk cardholders received double Rewards points, and Belk Elite cardholders triple Rewards points, for card purchases.

Participating local charities sold the Charity Sale tickets in advance of the event with all proceeds from each \$5 ticket sold retained by the charity. Proceeds from tickets sold at Belk stores prior to and during the event were divided among the participating charities and schools in each location.

"Customer support of our Belk Charity Sales continues to grow year after year, which translates into more money raised to support many outstanding charitable causes," said Tim Belk, chairman and CEO of Belk, Inc. "This event is a great way to support our communities, especially during a difficult economic time, and as a result of our customers' generosity, we've raised more than \$9.5 million this year alone to benefit nonprofit organizations and charitable causes throughout the South."

The Charity Sale supported nonprofits such as Hope for Haiti's Children, the American Cancer Society, Regional Junior League Associations, Boy Scouts of America, Girl Scouts of America, Multiple Sclerosis Society, American Red Cross, animal rescue organizations, local school athletic and scholastic organizations and numerous local churches.

The United Way of Central Alabama also participated in Belk's Fall Charity Sale. "Belk offers a unique charitable giving opportunity through the Charity Sale," said Drew Langloh, president and CEO. "It's vital now more than ever because of the increased demand for basic services in our community. Belk is a generous partner in addressing the needs of our community."

Belk's next Charity Sale is slated for Saturday, April 16, 2011.

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About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest privately owned mainline department store company with 305 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 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. Customers can interact with Belk via social media, mobile phone or email at [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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