



News Release

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DECATUR | MALL

Belk Announces \$5 Million Expansion and Total Renovation of Decatur, Ala. Store at Decatur Mall

Home merchandise will be relocated to a new 13,000-square-foot Belk Home Store adjacent to the main store

CHARLOTTE, N.C., Dec. 8, 2011 – Belk today announced a \$5 million total renovation and expansion of its fashion department store at Decatur Mall in Decatur, Ala. The project will create a modern new shopping environment for Belk and allow it to expand merchandise assortments throughout the store to meet the needs of customers in Decatur and the surrounding region.

The project includes a major renovation of the current 90,000-square-foot main store and the relocation of home merchandise into a new 13,000-square-foot Belk Home Store in the mall located adjacent to the main store's mall entrance.

Construction on the home store addition is scheduled to begin in March, with the main store renovation starting in April. A grand re-opening of the renovated store is set for October 2012.

The store interior will be completely renovated to create an exciting new decor with new flooring, energy-efficient lighting and the latest display fixtures. The store's exterior entrance canopies are being replaced to give the store an updated look, and all restrooms, fitting rooms and other customer convenience areas will be completely renovated.

The expansion and remodeling will enable the store to add selling space in key departments throughout the store, including ladies and men's shoes; women's, men's and kids apparel; women's handbags, accessories and cosmetics; and home merchandise. The improvements will also include expanded and modernized juniors and dresses departments and a new open-sell fashion jewelry area.

Belk plans to add new fashion brands and expanded assortments with the expansion and remodeling, including Karen Kane, Lucky and Lauren in misses and Madison, JNY Sport, Rafaella and ND Weekend in petites. The additions will complement current merchandise offerings that include top national brands such as Sophie Max, Jones New York Sport, Jones New York Signature, VAC by Nine West jeans, Calvin Klein jeans, Wacoal, Nine West accessories, Dooney and Bourke, Brighton accessories, Lucky jewelry, Kenneth Cole jewelry, Arden, Ugg, Merrel and Polo. Belk also offers exclusive private brands such as Madison, Via Neroli, Biltmore for Your Home, and Pro Tour.

"We're creating a fabulous new store featuring the latest in retail design, layout and visual merchandising," said Heidi Jubenville, store manager. "The improvements will enable us to provide a wonderful new shopping experience, plus offer more of the brands, styles and assortments that our customers want and love. We're especially excited that our ladies shoes department will be expanded by 75 percent to almost 6,500 square feet of space, and we'll be able to offer much greater selections in our kids departments and the new home store.

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“This investment in store improvements demonstrates Belk’s ongoing commitment to serving the Decatur community. Our new store will allow us to fulfill our mission to satisfy the Southern lifestyle needs of our customers like no one else and to deliver the fashion they desire and the value they deserve.”

“We are thrilled about the upcoming changes to our Belk store” said Kathy Hammond, General Manager for the Decatur Mall. “The renovation and expansion will have a great impact on the center offering our shoppers more variety and a greater selection of merchandise making Decatur Mall an even stronger shopping destination”.

The current Belk store building at Decatur Mall was previously operated as a Parisian store from 1988 until 2006, when Belk acquired Parisian stores from Saks Incorporated.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation’s largest privately owned mainline department store company with 303 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. To connect with Belk via its Facebook page, Fashion Buzz Twitter feed, mobile phone text message updates or by email, go to: <http://www.belk.com/getconnected>.

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.

About Decatur Mall

Decatur Mall, is a single-level, 575,947 square foot enclosed regional mall located in Decatur, Alabama. The center is anchored by Belk, Sears, and JC’s 5 star Outlet and over 50 specialty shops and restaurants. Decatur Mall is located at the intersection of Highway 67 and Highway 41. It serves a primary population of over 240,000. To learn more, visit ShopDecaturMall.com.

About Urban Retail Properties, LLC

Urban Retail Properties, LLC is an independent, privately held company, and has been the developer for more than 75 projects, which include premier, shopping destinations and mixed-use projects. Headquartered in Chicago, IL, Urban has offices in Florida, Massachusetts, Washington DC, Los Angeles, New Jersey and Texas. Urban Retail is also one of the nation’s leading third-party real estate managers.

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