



News Release

Contact: Ralph Pitts, Belk, Inc., 704-426-8402, ralph_pitts@belk.com

Grand Opening of New Belk at The Pavilion in Port Orange, Fla. Set For March 10, 2010 *Store Designed for LEED Certification*

CHARLOTTE, N.C., February 26, 2010 – Belk is placing the finishing touches on its newest store location at The Pavilion at Port Orange in Port Orange, Fla. in preparation for the grand opening of the 75,469-square-foot fashion department store on March 10, 2010.

The new store, which represents a \$7.8 million investment for Belk, will feature a wide selection of top designer and national brands in the apparel, cosmetics and home furnishing departments. The store will also offer an outstanding assortment of designer shoes and accessories and Belk's exclusive private brand lines of apparel, shoes, accessories, jewelry, home and gift merchandise.

Examples of national brands to be offered at the new store include cosmetics by Lancôme, Estee Lauder and Clinique; women's fashions by Jones NY Sport, Rafaella and Hot Cotton; denim by Calvin Klein and 9-West; men's fashions by Columbia, Izod and Chaps; and home fashions by Biltmore For Your Home, Calphalon, Emeril Ware, Lenox, Mikasa, Cuisinart and Kitchenaid.

Providing superior customer service is a hallmark of Belk that will continue to be a top priority at the new Belk in Port Orange. An estimated 75 store associates will be hired for the new store to provide prompt friendly service that will make shopping enjoyable and "hassle-free."

"We're excited about opening a brand new store to serve the Port Orange area," said Dave Penrod, chair of the Belk Southern Division based in Atlanta. "We're committed to meeting the shopping needs of our new customers in this community and we've designed the store and its merchandise assortments based on what our Port Orange customers have told us they want for their families."

The new Belk store is designed for certification under the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™ which is administered by the U.S. Green Building Council (USGBC) and is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings.

The new Belk at Port Orange will have energy saving features such as a reflective white roof and energy-efficient lighting throughout the store that will enable it to use substantially less energy than the average similar-sized building.

"This is an important step that Belk is taking as part of our ongoing corporate initiatives to become better stewards of the environment," said Tim Belk, chairman and CEO of Belk, Inc. "We're committed to improving our store design and construction processes by incorporating best practices and features that will enable us to reduce the environmental impact and potentially produce long-term energy and cost savings."

Belk has incorporated many eco-friendly features in new stores opened in recent years and uses LEED accredited architects and consultants to help it set and achieve sustainability objectives for its new store construction projects. It uses a "building modeling" process to strategically analyze the many different economic-impact variables in its new store construction projects and forecast expected results to create high-performance buildings.

-More-

“Being environmentally responsible is integral to our overall business philosophy and commitment to the communities we serve,” said Belk. “Many of these changes are ‘behind the scenes’ and may not be noticed by our customers, yet they are vitally important to our environment and our future.”

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. is the nation’s largest privately owned mainline department store company. It operates more than 300 Belk stores 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 (www.belk.com) 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.

###