



**Media Contact:**

Allison Ritter

[aritter@hopebeckham.com](mailto:aritter@hopebeckham.com)

(404) 604-2603

**FOR IMMEDIATE RELEASE**

**Belk Announces Launch of Biltmore® Apothecary Bath and Body Line**

*Biltmore Apothecary products available in select Belk stores in early March*

**Charlotte, N.C. – March 2, 2010** - Belk, Inc. today announced the launch of the Biltmore Apothecary bath and body collection, available in stores early March 2010. The Biltmore Apothecary collection features accessories, hand creams, lotions, candles and soaps in three signature fragrances – Azalea, Spa and Gardenia.

Biltmore Apothecary fragrances are derived from the flowers that bloom in the lush Biltmore gardens at the historic estate in Asheville, N.C. The 15-acre Azalea Garden contains more than 1,000 azalea plants, and the Conservatory on the estate flourishes with blooming gardenias during June and July of every year. The Spa fragrance is born from the local flowers on the approach road to the Biltmore House. The bottle designs for the Biltmore Apothecary products are modeled after cut crystal and nickel plumbing fixtures in the Biltmore House, and the Bathtub gift container is a replica of Mr. Vanderbilt's own bathtub.

"We are honored to partner with Biltmore's licensing division for the second collection in the Biltmore line," said Tim Belk, chairman and CEO of Belk, Inc. "The name recognition and reputation for excellence of both companies is extremely high with consumers in the Southeast, and we believe our Biltmore Apothecary merchandise will meet and surpass customer expectations."

Biltmore Apothecary is available at select Belk locations and online at [www.belk.com](http://www.belk.com). Prices range from \$8 - \$30 (see product list below). Beginning on February 28 through March 29, 2010, shoppers who purchase Biltmore Apothecary or Biltmore For Your Home products totaling \$200 or more will receive two free tickets (while supplies last) to Biltmore's breathtaking gardens from April 3 - May 16, 2010 during the spring Festival of Flowers extravaganza (a \$120 value).

Belk formed a partnership with Biltmore in 2006 to exclusively design, produce and market Biltmore For Your Home products. Biltmore Apothecary is the third collection distributed by Belk under the Biltmore name. The other collections include a wide range of home merchandise, including bath, bedding, housewares and luggage.

**About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. is the nation's largest privately owned mainline department store company. It operates 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 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.

### **About Biltmore's Licensing Division**

Launched in 1990, Biltmore's licensing division has grown to be a highly recognized brand, drawing on the historical treasures and inspiration found in Biltmore House and gardens. Through Biltmore® For Your Home and Biltmore® Chateau Reserve, consumers are able to experience both the classic designs found in George Vanderbilt's grand collection of art and furnishings, and the relaxed enjoyment of fine country living.

Current Biltmore licensees include Amarr Garage Doors, Anderson Hardwood Floors, Artaisance, Austin, Belk, Capel Rugs, Cottage Gardens, ELK Lighting, Ellington Fans, Encore/Sarreid, Executive Kitchens, Fisher Farms, Habersham, Habersham Feathers, Indital-USA, Larson-Juhl, Manual Woodworkers & Weavers, Moulding Associates, Netherland Bulb, Oriental Accent, Premier Mantels, Howard Miller, ShadeTree Canopies, Southern Living House Plans, Sterling Designs, Unique Stone, and Vita Food Products. To learn more about Biltmore's licensing division, visit [www.bringbiltmorehome.com](http://www.bringbiltmorehome.com).

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- Product list below -

## BILTMORE APOTHECARY PRODUCT LIST

### **Shea Butter Hand Cream**

Very thick, rich emollient cream. Shea butter is a natural lipid extracted from the fruit of the Shea Tree, which is native to Central Africa. Shea butter is known for its ability to moisturize, to fade scars and to soothe skin irritations. This formulation also contains sweet almond oil for extra creamy smoothness.

### **Shea Butter Body Lotion**

A lighter, less viscous Shea butter lotion intended for all-over use. This product absorbs rapidly into the skin, and moisturizes without leaving a greasy feeling. Also contains Vitamin E, and fruit and herbal extracts, which are powerful antioxidants.

### **Body Butter**

The most dense emollient formula designed to soften and smooth very dry hands, elbows, knees, and feet. Active moisturizing ingredients are Jojoba Oil, Olive Oil, and Aloe Vera Juice. Grape Seed Oil also helps to repair damaged and stressed skin.

### **Foaming Shower Gel**

Unique formula cleans and deodorizes without over-drying the skin. Sweet cherry fruit extract acts as an astringent, while Aloe Vera juice soothes and moisturizes.

### **Hand Wash**

Lightweight Cleanser that gently degreases without over-drying the skin. Sodium PCA extracted from various fruits and grasses is also a naturally occurring compound in our skin. This agent helps water molecules bind to skin cells. Also contains other fruit extracts and Aloe Vera juice to soothe and moisturize.

### **French-milled Soaps**

Extra Rolling Processes give "French-milled" soaps a smoother, more regular surface than other soaps. The result is a gentler feel, and a longer-lasting bar.

### **Soy Filled Candles**

Soy wax is a 100% natural product. Since it is not made from petroleum, like paraffin candles, it does not release carbon dioxide into the air when it burns. Soy candles burn cleanly, produce less soot than paraffin and last longer. Depending on an individual customer's pattern of use, the Biltmore Apothecary candle will have an estimated 30-hour burn time.