



News Release

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Belk Announces Remodeling of Governor's Square Mall Store in Clarksville, Tenn. *Store to undergo renovation to create modern new shopping environment*

CHARLOTTE, N.C., May 22, 2012 – Belk today announced the remodeling of its fashion department store at Governor's Square Mall in Clarksville, Tenn. The \$2.5 million project will allow the store to offer expanded merchandise, including new brands and styles of shoes and accessories.

The fully renovated store will feature a modern new shopping environment with the latest display fixtures, new tile flooring, ceilings and energy-efficient lighting, as well as updated restrooms and fitting rooms.

Construction is underway and will be completed in September prior to the store's grand re-opening on October 10, 2012. The store will remain open throughout the project.

"We're updating our store and creating an exciting new shopping experience for our loyal customers in the Clarksville community," said store manager Amy Eley. "The renovation will provide customers with a modern retail layout, decor and merchandise presentation."

The renovated store's new modern jewelry and accessories departments will also feature "open sell" fixtures, making it easier for customers to make their jewelry and fashion watches. In addition, the shoe department will be renovated and expanded to offer new lines including Via Neroli, Eurosoft and Moutrek.

"These improvements demonstrate our ongoing commitment to be the top department store of choice in our community," said Eley. "We want to satisfy the Southern lifestyle fashion needs of our customers like no one else and deliver the fashion they desire and the value they deserve."

Belk has served the Clarksville, Tenn. community since 1938 but at its current location since 1987. Belk owns and operates 23 stores throughout Tennessee.

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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 Facebook, Twitter, 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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