



News Release

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Belk Announces Remodeling of Northgate Mall Store in Chattanooga, Tenn.

Store to undergo full renovation to create modern new shopping environment

CHARLOTTE, N.C., May 24, 2012 – Belk today announced a major remodeling of its fashion department store at Northgate Mall in Chattanooga, Tenn. The \$3.5 million project will allow the store to relocate its Home and Kids Shops and offer expanded merchandise, including new brands and styles of shoes, accessories and fashion apparel.

With the renovation, the Home Shop will now be included in the main Belk store. In addition, the Kids Shop will be moving to a new 7,000-square-foot location directly outside of the store entrance.

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 new 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 Chattanooga community," said store manager Martin Nobles. "The full store renovation will provide customers with a modern retail layout, decor and merchandise presentation, and allow us to expand assortments and add new selections throughout the store."

The 113,000 square-foot store will now offer an extended selection of apparel, jewelry, cosmetics and accessories, and a newly expanded shoe department.

The store's new modern jewelry and accessories departments will also feature "open sell" fixtures, making it easier for customers to make their accessory selections.

"These improvements demonstrate our ongoing commitment to be the top department store of choice in our community," said Nobles. "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 Chattanooga, Tenn. Community since 2005. 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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