



Belk Announces \$700,000 Expansion and Remodeling of Claypool Hill Mall Store in Cedar Bluff, Va.

- ***Men's and children's departments relocated to former Goody's building where a new home store has been added***
- ***Women's store renovation will create exciting new shopping environment with expanded ladies shoe department, new fashion jewelry area, and new ladies better sportswear and petite sportswear departments***

CHARLOTTE, N.C., June 27, 2011 – Belk has announced a \$700,000 expansion and renovation of its fashion department store at Claypool Hill Mall in Cedar Bluff, Va. The store has been expanded to occupy 20,000 square feet of space in the former Goody's building in the mall, which now houses the men's and children's departments and a brand new home store.

The current 35,000-square foot store will be devoted to women's apparel, shoes and accessories and will be completely remodeled to give it a modern new look and feel with new flooring, paint and other enhancements to the decor. The ladies shoe department is being expanded to nearly 3,200 square feet of space, more than twice its current size, allowing Belk to greatly increase its selections of the latest brands and style of shoes.

The cosmetics, accessories, shoes and jewelry departments are being relocated to a more prominent position near the store's main entrance, and a new fashion jewelry area will feature modern, open display fixtures to enhance presentation and make shopping easier. The remodeled cosmetics department will be adding the Lancôme line to its existing offerings of Estée Lauder, Clinique and a wide assortment of fragrances. All restrooms, fitting rooms and customer convenience areas in the women's store are also being remodeled.

Belk recently opened its men's, children's and home store in the former Goody's building, and remodeling work is scheduled to be complete in both buildings by August 3.

"We're excited about the improvements we're making in our Cedar Bluff store," said Randy Jorgensen, vice president and regional manager. "The expansion and renovation will enable us to offer more of the brands and styles that our customers want and love. We're especially pleased to be expanding our ladies shoe department and adding ladies better sportswear, petites and a new home store."

Examples of new brands that will be offered at the expanded and remodeled store at Belk of Claypool Hill Mall include ladies shoes by Bandolino, Kensie Girl and Madden Girl; ladies better sportswear by Madison, Fever, Grace, Jeanne Pierre, Rafaella and Jones New York; petite sportswear by Bandolino, Kim Rogers, Lee, Jane Ashley, Kim Rogers, ND and Designer Originals; home fashions by Biltmore Estate for the Home, Croscill, Home Accents, Mary Jane's Farm, Columbia; and china by Biltmore Estate, Franciscan, Mikasa, Noritake and Portmeirion.

"This investment demonstrates our ongoing commitment to be the department store of choice in this community," said Jorgensen. "Our expanded and remodeled 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."

The current store opened at Claypool Hill Mall as Leggett in 1982, and was converted to Belk in 1996 when the company purchased Leggett stores.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest privately owned mainline department store company with 304 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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