



## News Release

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### **Belk Announces \$3.4 Million Remodeling of Myrtle Beach Mall Store – Grand Re-opening Set For November 11, 2011**

*Belk East Store undergoing total renovation to create a modern shopping environment with greatly expanded ladies shoe department, new fashion jewelry area, and expanded accessories and cosmetics assortments*

CHARLOTTE, N.C., July 11, 2011 – Belk has announced a \$3.4 million remodeling of its fashion department store at Myrtle Beach Mall in Myrtle Beach S.C. where it operates in two buildings – a 69,000-square-foot East Store, which houses feminine apparel, cosmetics, accessories and ladies shoe departments and a 58,000-square-foot North Store, which houses men's, children's and home merchandise.

The project will create a modern new shopping environment in the East Store and includes a major expansion of the store's ladies shoe department, a new fashion jewelry area and expanded cosmetics assortments. Construction is underway and will be completed in phases through this fall prior to the store's grand re-opening on November 11, 2011. The store will remain open throughout the project.

Several department relocations are part of the remodeling project. The juniors department will be relocated from the North Store to the East Store and the intimate apparel and Today's Woman (large size) departments will be relocated from the East Store to the North Store.

The East Store will feature new tile flooring, carpet, wall treatments, energy-efficient lighting and the latest display fixtures. In addition a new family restroom is being added and all other restrooms and fitting rooms in the building are being remodeled.

The ladies shoe department in the East Store is being expanded to nearly 8,000 square feet of space, an 87 percent increase, allowing Belk to greatly increase its selections of the latest brands and style of ladies shoes. In the North Store, the children's shoe department is being relocated from the men's shoe department to the children's department.

In addition to the expanded ladies shoes department, 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 Laura Mercier line to its existing offerings of Estée Lauder, Clinique and Lancôme along with a wide assortment of fragrances.

"We're excited about the improvements we're making in our store," said Bill Hebert, vice president and regional store manager. "The remodeling will enable us to offer more of the brands and styles that our customers want and love. We believe customers will especially enjoy shopping our expanded ladies shoe department and updated fashion jewelry area when they're completed this fall."

Examples of new brands that will be offered at the remodeled store at Belk of Myrtle Beach Mall include ladies shoes by Frye, Merrell, Michael/Michael Kors, Sam Edelman and Ugg; handbags and accessories by Michael Kors, Tyler Rodan and Via Neroli; ladies better

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sportswear by Roxie B, Jeanne Pierre Originals and Lauren Active; and men's shoes by Bass and Madden.

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

Belk also operates stores at Coastal Grand Mall in Myrtle Beach, and in Murrell's Inlet, Georgetown and Conway. The first Belk opened in Myrtle Beach in 1950. Its store at Myrtle Beach Mall (formerly Briarcliffe Mall) opened in 1986.

#### **About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://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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