



News Release

Contact: Jessica Graham, Belk, Inc., 704-426-8333,
Jessica_graham@belk.com

Shipping is Free for Belk.com Cosmetics Purchases of \$50 or more Beginning July 21

CHARLOTTE, N.C., July 21, 2011 – Beginning today, Belk online shoppers will receive free shipping every day for cosmetics purchases totaling \$50 or more, while orders for less than \$50 will be shipped for a flat rate of \$8.

“We’re pleased to provide a special everyday free shipping offer for our cosmetics customers,” said Ivy Chin, Belk senior vice president, eCommerce. “Belk.com offers a wonderful selection of top cosmetics brands including Bobbi Brown, Clinique, Estée Lauder and Lancôme, and our customers order and replenish their cosmetics items frequently. We’re delighted to extend this everyday free shipping offer for cosmetics products to make shopping online with us even more affordable and convenient.”

Belk also offers everyday free shipping for all other merchandise on Belk.com for orders of \$99 or more, with a flat shipping rate of \$8 for orders less than \$99.

The minimum purchase amount needed to qualify for everyday free shipping (\$50 for cosmetics items and \$99 for all other merchandise) is calculated after coupons, special offers and other discounts have been applied, and does not include tax, gift box charges or gift card purchases. The offer applies to standard shipping only to one location.

Belk.com is a growing shopping destination for a wide assortment of the latest styles of top name fashion apparel, shoes and accessories for the entire family along with cosmetics, a gift registry and a large selection of trend-right merchandise for the home.

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. 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.

#