



News Release

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

Charities Raise More Than \$5 Million Through Belk's Spring Charity Sale

CHARLOTTE, NC, July 8, 2011 - Over 7,800 charities raised more than \$5 million through Belk's semi-annual Charity Sale held in April, with an increase of more than \$400,000 over last year's spring event. Customers from across Belk's 16-state footprint participated in the event. The Belk Charity Sale is a semi-annual event, for which local nonprofit organizations sell \$5 tickets to their supporters. In exchange for the \$5 in support of their favorite nonprofit, ticket purchasers receive deep store discounts the day of the event.

"Participation in our spring Charity Sale was outstanding," said Tim Belk, chairman and CEO of Belk, Inc. "This event is an opportunity for Belk to give back to our communities beyond our usual contributions program. This kind of grassroots support is especially important in these difficult economic times when fundraising becomes increasingly difficult. We have charities who claim this event as their biggest fundraiser of the year. We're grateful to our customers for their contributions through this program and to the thousands of dedicated volunteers who participated in our event to support the important work their organizations are doing in their communities."

The Charity Sale supported nonprofits such as the American Cancer Society, Regional Junior League Associations, Boy & Girl Scouts of America, Multiple Sclerosis Society, American Red Cross, animal rescue organizations, local school athletic and scholastic organizations and numerous local churches.

About the Belk Charity Sale

In return for a \$5 donation, customers receive a ticket admitting them to the Charity Sale, entitling them to merchandise discounts ranging from 20 to 70 percent off Belk purchases. Customers also receive \$5 off their first purchase of \$5 or more at the event. Belk cardholders receive double Rewards Points and Belk Elite cardholders receive triple Rewards Points for card purchases.

Prior to the event, participating local charities sell \$5 Charity Sale tickets with all proceeds from each ticket sold retained by the charity. Proceeds from tickets sold at Belk stores preceding and during the event are divided among the participating charities and schools at each location.

Belk's next Charity Sale is slated for November 5, 2011.

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

-More-

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. Customers can interact with Belk via social media, mobile phone or email at [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.

#