



Belk at Southgate Plaza in Corinth, Miss. Moving to Expanded New Store in former Wal-Mart Building

- ***\$3.7 million investment will result in modern new store with greatly expanded assortments of apparel, shoes and accessories for the whole family***
- ***Ladies shoe department to nearly double in size to 3,300 sq. ft. of space***

CHARLOTTE, N.C., August 17, 2011 – Belk’s move from its current store location to the former Wal-Mart building at Southgate Plaza in Corinth, Miss. will enable the fashion department store to more than double its selling space and greatly expand its merchandise assortments and brand offerings for the family and home.

The totally renovated 50,000-square-foot store will feature a modern shopping environment with the latest décor, display fixtures, tile flooring, energy-efficient lighting, and new restrooms, fitting rooms and customer convenience areas.

Construction work is underway and the new store is scheduled to open on September 22. The current store will be closed September 18 when associates begin transferring merchandise to the new location. Grand opening events for the new store will be held October 12, 2011.

“Our new store will have an exciting new décor designed to greatly enhance the overall shopping experience of our customers,” said Glenn Sellers, vice president and regional store manager of Belk’s Jackson, Miss. Region based in Ridgeland, Miss. “It will reflect the latest in retail layout and merchandise presentation, and will allow us to greatly expand our merchandise styles and assortments throughout the store.”

For example, Sellers said the ladies shoe department is being expanded to nearly twice the size of the store’s current department to almost 3,300 square feet of space, which will allow the store to expand assortments and add new brands such as Bandolino, Kensie Girl, Madden Girl and Unlisted. The new store will also feature a new modern jewelry department with “open sell” fixtures designed to make shopping for fashion jewelry easier and more convenient.

Other merchandise departments that will be expanded at the new store include ladies cosmetics, accessories, sportswear, dresses, swimwear, special sizes and intimate apparel; juniors; men’s shoes and apparel; children’s apparel; tabletop; and home fashions.

“We look forward to opening our new store,” said Sellers. “We think our customers will love the changes. This move demonstrates our ongoing commitment to be the department store of choice in the Corinth community. Our new store and enhanced merchandise selections 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 opened its store at Southgate Plaza in 1987, and in 2004, expanded it by 6,500 square feet to a total of approximately 32,000 square feet of space.

About Belk, Inc.

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, YouTube, 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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