



## News Release

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### **Belk Investing \$3.8 Million in Major Remodeling of New Bern, NC Mall Store**

*Major renovation will modernize shopping environment and includes a greatly expanded ladies shoe department and new fashion jewelry area*

CHARLOTTE, N.C., August 17, 2011 – Work is well underway on a major remodeling of the Belk fashion department store at New Bern Mall in New Bern, N.C.

The project, which represents an investment of \$3.8 million by Belk, will create a modern new shopping environment in the store and includes a major expansion of the store's ladies shoe and a new fashion jewelry area. Construction will be completed in phases through this fall prior to the store's grand re-opening on October 12, 2011. The store will remain open throughout the project.

The store is being completely renovated with new tile flooring, carpet, wall treatments, energy-efficient lighting and the latest display fixtures. In addition, all restrooms and fitting rooms are being refurbished. The store layout will be modified to provide an open shopping environment to make it easier for customers to find the merchandise they are looking for. The cosmetics department will be completely updated with new cosmetic bays that will be situated in a new location adjacent to the main exterior entrance facing Martin Luther King parkway.

When the remodeling project is complete, the store's selling space will increase approximately 10 percent to 73,000 square feet to enable expanded assortments of merchandise in selected areas. The store's exterior entrances are also being updated with new canopies and new Belk logo exterior signs.

A highlight of the remodeling will be the expansion of the ladies shoe department, which will more than double in size to approximately 7,000 square feet of space, allowing the store to greatly increase its selections of the latest brands and styles of ladies shoes.

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 remodeling will provide a modern, exciting new shopping environment featuring the latest in retail design and decor," said Lee Danley, vice president and regional manager of Belk's Wilmington Region. "The changes will allow us to offer more of the brands and styles that our customers want and love throughout the store. We believe customers will especially like our expanded ladies shoe department and updated fashion jewelry area."

Examples of new brands that will be offered at the remodeled store at Belk of New Bern Mall include ladies shoes by Lucky, Merrell and Ugg; handbags and accessories by Tyler Rodan, Via Neroli and Lucky; ladies better sportswear by Jeanne Pierre; newborn and infants apparel by OshKosh B'Gosh; and men's shoes by Bass and Madden.

"We're committed to serving customers and being the department store of choice in the New Bern community," said Danley. "This investment demonstrates our resolve 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 first store in New Bern in 1934 and relocated to a new store at Twin Rivers Mall (now New Bern Mall) in 1979, and last remodeled the store in 1995.

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**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 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, 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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