



### **\$2.3 Million Remodeling at Belk SouthPark Consolidates Home Merchandise on First Floor; Arthur's Restaurant and Wine Shop Renovated**

*Women's moderate-price sportswear and juniors departments to offer expanded assortments and styles*

CHARLOTTE, N.C., August 17, 2011 – Belk is investing approximately \$2.3 million on a complete renovation of the first floor (lower level) of its SouthPark store.

The project will consolidate all of the store's home merchandise departments on the first floor, and includes a total renovation of the Arthur's restaurant and wine shop also located on the first floor. In addition, an expanded ladies moderate-price sportswear department, along with coats and swimwear, will move from the third floor to the fourth floor, and the juniors department on the third floor will be enlarged to offer broader assortments and styles.

The spacing and location of the intimate apparel and Today's Woman special size areas on the fourth floor will also be adjusted as part of the project.

The store's entire first floor is being completely renovated with new tile flooring, carpet, wall treatments, energy-efficient lighting and the latest display fixtures. Construction is still underway and will be completed later this fall with a grand re-opening of the remodeled space scheduled for October 12, 2011.

"We think customers will love the changes," said Randy Dell, store manager of Belk SouthPark. "The remodeling gives our entire first floor a modern new look and will make shopping for home merchandise much easier and more convenient by placing it together in the same proximity. We're also pleased to be able to offer a larger selection of styles and assortments of the latest fashions in our juniors and ladies moderate sportswear areas."

"Another highlight of the remodeling is the Arthur's restaurant and wine shop on the first floor, which now have a beautiful new décor and layout to make dining and shopping more enjoyable."

#### **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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