



Belk Announces \$5 Million Remodeling of Stores at The Mall at Barnes Crossing in Tupelo, Miss.

- ***Major remodeling will give Women's Store a modern new look and expanded assortments of shoes, accessories and ladies apparel.***
- ***Children's department has relocated from Women's Store to Men's and Home Store.***
- ***Grand re-opening set for October 12, 2011.***

CHARLOTTE, N.C., August 17, 2011 – Belk today announced a \$5 million remodeling of its fashion department store at The Mall at Barnes Crossing in Tupelo, Miss. that includes a total renovation of its Women's Store that will allow it to greatly expand its assortments and offer new brands of ladies shoes, accessories and fashion apparel.

Belk, which operates in two buildings at the mall, has added space in its Men's and Home Store to make room for the children's department, which has been relocated from the Women's Store. The two stores have a combined size of approximately 191,000 square feet of space.

The renovated Women's Store will feature a modern new shopping environment with the latest display fixtures, new tile flooring and energy-efficient lighting, and totally remodeled restrooms, fitting rooms and customer convenience areas.

Construction is underway and will be completed this fall just prior to the store's grand re-opening on October 12, 2011. The store will remain open throughout the project.

"We're making exciting improvements in our Tupelo stores 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. "The renovated Women's Store will reflect the latest in retail layout and merchandise presentation, and will allow us to expand assortments in many departments – especially in ladies shoes and accessories and special sizes.

"Moving our children's department into a new space in the Men's and Home Store has allowed us to expand our offerings of girls' apparel in that store, and we're also adding new brands and assortments in our men's better sportswear and home fashions departments."

The store is expanding its ladies shoe department by nearly 70 percent to almost 12,000 square feet of space, which will allow the store to expand existing assortments and add new brands such as Alegria, Coach, Frye, Fergie, Michael Michael Kors and Sam Edelman.

The Women's Store remodeling will also feature a new modern jewelry department with "open sell" fixtures designed to make shopping for fashion jewelry easier and more convenient. Other new brands being added include: Laura Mercier cosmetics; handbags by Coach and Michael Kors; better sportswear by Jessica Simpson, Miss Me and Big Star Jeans; Belk's exclusive Via Neroli handbags and jewelry.

Improvements in the men's department will include a new Nautica shop, an expansion of the Polo shop, a new modern suits separates and dress shirt shop and a focus on premium denim.

“These improvements demonstrate our ongoing commitment to be the department store of choice in Tupelo community,” said Sellers. “We want to satisfy the Southern lifestyle needs of our customers like no one else and deliver the fashion they desire and the value they deserve.”

Belk has operated its current stores at the Mall at Barnes Crossing since its acquisition of the former McRae’s stores in 2005. McRae’s opened its first store at the mall in 1990 (now the Belk Women’s Store), followed by a second store building in 1996 (now the Belk Men’s and Home Store).

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, 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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