



### **Belk Announces \$4.6 Million Remodeling of Cary Towne Center Store in Cary, NC**

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

CHARLOTTE, N.C., August 19, 2011 – Belk has announced a \$4.6 million remodeling of its two-level, 167,000-square-foot fashion department store at Cary Towne Center in Cary, N.C.

The project 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.

Several departments are being relocated within the store as part of the remodeling project. The men's department is being moved from the first floor to the second floor where the home and children's departments are now located. The juniors, ladies special sizes and intimate apparel departments will move from the second floor to the first floor adjacent to the ladies sportswear departments.

The store's first floor 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 second floor men's, children's and home areas will also be re-spaced and refreshed with new tile flooring, carpet and paint.

A highlight of the remodeling will be the expansion of the ladies shoe department, which will more than double in size to over 9,000 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 with all of the women's areas located on one level," said Peter Mendoza, vice president and regional manager of Belk's Raleigh 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 Cary Towne Center include ladies shoes by Lucky and Ugg; handbags and accessories by Tyler Rodan and Via Neroli; ladies better sportswear by Karen Kane, Jeanne Pierre and Lucky Brand jeans; Nautica jeans for men; men's big and tall sportswear and furnishings by Perry Ellis, Pro Tour, Izod dress shirts and Madison; and men's shoes by Bass and Madden.

"We're committed to serving customers and being the department store of choice in the Cary community," said Mendoza. "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 has operated its store at Cary Towne Center since the center opened in 1979, and last remodeled and expanded the store by 37,000 square feet in 1991.

**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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