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**FOR IMMEDIATE RELEASE**

**Belk Announces \$3 Million Commitment to Susan G. Komen for the Cure®**

*Three-year partnership encompasses corporate donations, customer fundraising events and involvement of Belk associates*

**Charlotte, N.C. - September 24, 2010** - Belk, Inc. today announced a three year, \$3 million commitment to Susan G. Komen for the Cure® to raise funds for breast cancer research and life-saving community outreach programs. Belk Chairman and CEO Tim Belk and Komen for the Cure founder and CEO Nancy G. Brinker kicked off the partnership today during a joint appearance at Belk of Phipps Plaza in Atlanta.

Belk's commitment includes grant monies that will be awarded each year under the direction of a special committee of Belk associates who are breast cancer survivors, plus donations from customers through company-wide fundraising events and proceeds from sales of designated "pink" merchandise. Monies raised from this program will be invested in the Belk funded grant and local community programs in Komen Affiliate service areas with Belk stores.

"Belk has been deeply committed to the cause of fighting breast cancer over the years, and we're proud to be broadening our commitment through this dynamic partnership with Susan G. Komen for the Cure," said Tim Belk. "This partnership represents more than the contributions that Belk and our customers will make to Komen over the next three years to support breast cancer research and community programs. It's also all about involving our associates, customers and vendors in special efforts to raise awareness of the importance of early detection and treatment of breast cancer."

"Belk's support allows us to continue our life-saving work funding research, breast health education and screenings and providing direct help for millions of women and men in communities across the United States," said Nancy G. Brinker, founder and CEO for Susan G. Komen for the Cure. "The passion and generosity from the entire Belk organization is an inspiration and will help fund critical programs."

Belk stores will recognize October as National Breast Cancer Awareness month by "painting the stores pink" during the month-long "Pink Is Our Passion" campaign, which is part of the overall "belkgives" corporate initiative. All 21,000 store associates will wear pink "belkgives" t-shirts on each Saturday during the month.

Customers can also support the cause with their purchases in Belk's "Pink Shops" that will offer a

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variety of pink merchandise including housewares, women's and men's apparel, jewelry and sleepwear. Belk has also created a special "Pink is Our Passion" Belkie Bear that will sell for \$14.99 with six dollars for every bear sold going directly to Komen to support its promise to save lives and end breast cancer forever.

Every Belk store will feature a "Wall of Hope" where customers can make donations in memory of, or in honor of, family members, friends or other loved ones who have been affected by breast cancer.

Belk will donate one percent of its total sales on Oct. 1 and 2 to Susan G. Komen for the Cure and its local Affiliates in Belk markets. From Oct. 8 - 11, customers who make a \$1 minimum donation to Komen will receive three 20 percent off shopping coupons. Customers can also make personal donations to Komen at any sales register during the month of October.

**About Belk Inc.**

Charlotte, N.C.-based Belk Inc. is the nation's largest privately owned mainline department store company. It operates 305 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 website 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.

**About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.5 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

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