



News Release

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Belk Celebrates Grand Reopening of Newly Remodeled Store at Bainbridge Mall on Oct. 16

- \$1.2 million project updates shopping environment and expands **store's offerings** of premium brands and latest fashion assortments
- Grand reopening events start today with Belk Gift Card Give-away and \$5,000 donation to the Decatur County Breast Cancer Support Group

CHARLOTTE, N.C., Oct. 16, 2013 – Belk is celebrating the completion of a \$1.2 million remodeling of its fashion store at Bainbridge Mall, Bainbridge, Ga. with a ribbon-cutting ceremony and other special events and promotions that started today. The 45,000-square-foot store has an updated look and now features expanded offerings of premium brands and modern styles.

The renovated store's **new** decor includes totally redesigned shoes and accessories departments and other improvements designed to enhance customer convenience and satisfaction. For example, the ladies and kids shoe departments have been expanded and more space has been added for ladies better apparel and other areas including **men's, boys** and home departments. New ladies shoe brands include Anne Klein, Nine West and Jessica Simpson.

Other premium and favorite brands now available at Belk of Bainbridge Mall include Lily Bloom, Gloria Vanderbilt, BCBGeneration, Oshkosh, Keurig and Biltmore For Your Home. The store also continues to offer a wide selection of top name beauty and fragrance products.

"We invite everyone to come see the exciting changes we've made at our store. We've created an enhanced shopping experience for our loyal customers in the Bainbridge community," said Threasa Hall, store manager. **"We believe customers will love the new brands and style assortments that we've added throughout the store."**

"The improvements demonstrate our ongoing commitment to serving Bainbridge. 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 served the Bainbridge community since 1949, and has operated at Bainbridge Mall since 1973.

Grand Reopening Events

Belk of Bainbridge Mall kicked off its grand reopening celebration with a ribbon-cutting this morning and the presentation of a \$5,000 contribution to the Decatur County Breast Cancer Support Group. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500.

- Diva Day - Saturday, Oct. 19, noon – 2 p.m.
The first 50 "divas" (girls 12 years and under) to walk the red carpet in the girls' 4-16 department will receive VIP treatment, including a "Glamour Shot" photo souvenir, mini-

makeovers and a feather boa (while supplies lasts).

- **“Girls Night Out”** – Thursday, Oct. 23, 5 – 8:30 p.m.
This fun and fashionable celebration of Belk’s newest merchandise offerings will feature refreshments, music by a DJ and prize giveaways, including a chance to win a \$1,500 Belk shopping spree and Estee Lauder makeover. Guests will receive a coupon good for 20 percent off purchases of regular and sale merchandise with very limited exclusions.
- Bridal Event - Saturday, Oct. 26, 1 – 3 p.m.
Brides-to-be and other customers are invited to participate in this festive event spotlighting Belk’s bridal registry services. Get wedding gift ideas, open a registry, get the latest makeup tips from Clinique and enjoy refreshments and prize giveaways. Register for a chance to win a pair of 1 ct tw round diamond stud earrings valued at \$2,950 from Belk and Co. Fine Jewelers and a Clinique cosmetic gift basket valued at \$200.
- Shoe Party – Thursday, Nov. 21, 5 – 9 p.m.
Belk will shine the spotlight on the latest shoe brands and styles during this event featuring entertainment, refreshments, a 20 percent discount on shoe and accessories purchases with limited exclusions, and a special gift from Estee Lauder.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation’s largest family owned and operated department store company with 301 Belk stores located in 16 Southern states and a growing digital presence. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. Each year, Belk gives a portion of its pretax income back to the communities it serves. In the fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk stores and belk.com offer a wide assortment of top national brands and private label 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 go to: [Belk Get Connected](#).

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