



News Release

Jessica Graham, Belk, jessica_graham@belk.com; 704.426.8333
Allison Ritter, Hope-Beckham, aritter@hopebeckham.com; 404.604.2603

Belk Announces the Grand Re-Opening of its Town Centre Store in Mt. Pleasant, S.C.

Location Becomes Flagship Store

CHARLOTTE, N.C., July 10, 2014 – Belk today announced the grand re-opening date of its new flagship store at Town Centre in Mt. Pleasant, S.C. The 140,000-square-foot store went through a two-phase expansion, first phase completed in November 2013, and will celebrate its grand re-opening on October 15, 2014.

The \$10.2 million renovation will allow for an increased assortment of premium brands, enhanced customer amenities including redesigned fitting rooms, restrooms and seating areas, addition of a new men's store building and a parking deck to accommodate additional shoppers.

"We are excited to open another flagship store which will enhance the selling environment and make shopping more convenient and enjoyable," said Chairman of the Belk Inc. Southern Division, Dave Penrod. "We are committed to meeting the needs of our customers, and we believe the expanded selection of merchandise, new premium brands and upgraded amenities will exceed their needs."

The flagship store will offer new and expanded brands in apparel and shoes including French Connection, BCBG, Seven, Free People, Frye, Via Spiga and Donald Pliner. The cosmetic department will feature new brands such as Jo Malone, La Mer, Laura Mercier, MAC and Bobbi Brown.

Store Festivities:

- Saturday, August 9 – Kidfest
- Thursday, September 11 – Shoe party
- Wednesday, October 15 – Grand re-opening celebration at 9:30 a.m. with a ribbon-cutting ceremony and gift card giveaways
- Wednesday, October 22 – Girls Night Out and Cynthia Rowley appearance
- Thursday, October 23 – Men's Night
- Saturday, October 25 – Jack Rodgers event
- Saturday, November 8 – Lilly Pulitzer party
- Sunday, November 9 – Engagement party
- Saturday, November 15 – Santafest

Belk has served the Mount Pleasant community since opening its first store in 1971 at the former Sea Island Shopping Center. The current store at Mount Pleasant Towne Centre opened in 1999. Belk owns and operates 37 stores throughout South Carolina.

-more-

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 299 Belk stores located in 16 Southern states and a growing digital

presence. Its belk.com website offers a wide assortment of 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. 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. In the fiscal year ended Feb. 1, 2014, the company and its associates, customers and vendors donated more than \$20.9 million to communities within Belk market areas.

Belk offers [many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, YouTube, Google Plus and Belk Blog, and provides exclusive offers, fashion updates, sales notifications and coupons via email or mobile phone text messages. Customers can also download the latest Belk mobile apps for the iPad, iPhone or Android.

###