



## News Release

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### Construction Underway at New Belk at The Pinnacle in Bristol, Tenn.

***Grand opening of new 132,000-square-foot fashion store set for March 11, 2015***

CHARLOTTE, N.C., July 2, 2014 – Construction has begun on the new two-level, 132,000-square-foot Belk fashion store at The Pinnacle in Bristol, Tenn., with a grand opening set for March 11, 2015. The Pinnacle, a new 250-acre, open-air, mixed-use development, is located at Exit 74 off Interstate 81 and Highway 11W.



The new Belk store represents a \$20 million investment and will incorporate the latest in retail design, lighting, merchandise presentation and décor. It will offer expanded assortments of the top premium and national brands, exclusive Belk private brands, the latest styles of fashion apparel, shoes and accessories for the whole family, plus large selections of cosmetics and home merchandise. The new store will replace the current Belk store at Bristol Mall, which will continue to operate until the new store opens. The general contractor for the project is Knoxville, Tenn.-based Rentenbach Constructors Incorporated.

“We’re extremely excited about our new Belk store at The Pinnacle,” said Jan Clevenger, chair of the Belk Western Division based in Birmingham, Ala. “It is being designed, built and merchandised especially to meet the fashion needs of our loyal customers in the Bristol and Tri-Cities area and represents our continued commitment to serving this community.”

Belk at The Pinnacle will offer new selections of the latest fashion merchandise throughout the store. The new store’s first level will be a fashion showcase for women featuring expanded assortments of top brands of ladies apparel, cosmetics, shoes, accessories and jewelry. The store’s shoe department will be among the largest in the Tri-Cities area.



The store’s second level will house expanded men’s and children’s departments, along with a home store and women’s intimate apparel and Today’s Woman departments.

“The enhanced and expanded merchandise areas and top name brands Belk will be bringing to its new store at The Pinnacle provide new and exciting shopping opportunities for this region,” says Steve Johnson, president of Bristol, Va. -based Johnson Commercial Development, the firm that is developing The Pinnacle. “This new Belk store will afford a retail experience not previously found in this market, and it will continue to add to the uniqueness of this incredible, new regional project.”

Belk at The Pinnacle will incorporate the latest in retail design, lighting, visual presentation and décor, with wide, porcelain aisles on both levels that lead to hundreds of merchandise departments offering a wide range of premium brands and the latest styles of fashion apparel, shoes and accessories for the whole family, plus cosmetics and home merchandise. New open-sell fixtures will make shopping easier and more convenient in the fragrances, fashion jewelry and sunglasses areas, and spacious ladies and men’s fitting rooms will have adjacent seating areas for added customer comfort.

The two-level, 132,000-square-foot free-standing store at The Pinnacle will feature a clean, contemporary design reflecting Belk’s brand of Modern.Southern.Style. Each of the store’s two entrance vestibules will be framed with metallic-accented canopies containing inset Belk logo signs that welcome customers into the store. The store’s white-and-gray toned exterior will feature special wall treatments and design elements to give the store a modern, dynamic look. Accent lighting and landscaping with “Belk blue” planters will also set the store apart.

The Pinnacle regional center development is designed to accommodate 1.3 million square feet of retail, restaurant, hotel, medical office space and an outdoor amphitheater. Bass Pro Shops has joined Belk as an anchor tenant at the center, and other junior anchor retail and specialty stores unique to the Tri-Cities market are expected to be announced by Johnson Commercial Development in the months ahead.

Belk has served the Bristol community since 1929 and has operated at Bristol Mall since 1999. It also operates stores in Johnson City and Kingsport.

#### **About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://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.

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