



## News Release

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### **Belk to Open New Flagship Store at Bel Air in Mobile, AL.**

- ***Belk to invest \$15 million to convert a former Sears building into a new Belk flagship store***
- ***New 230,000 square foot flagship will offer premium brand assortments and the latest in Modern. Southern. Style.***

CHARLOTTE, N.C., July 20, 2015 – Belk today announced that the company is opening a new 230,000 square foot flagship location at The Shoppes at Bel Air to serve the greater Mobile, AL. region. The new flagship will offer an enhanced shopping experience for customers along with expanded selections of most-wanted fashion and premium brand assortments.

The \$15 million project will transform a former Sears into a Belk flagship store. The flagship will offer center core, ladies apparel and kids on the first floor and men's and home on the second. Construction of the store is scheduled to begin in January 2016, with a completion that fall.

"We are excited to build a premier Belk flagship store in Mobile, AL. to create the ultimate shopping experience for our customers in this region," said David Luoma, chairman, Belk Western Division based in Birmingham, AL. "This store will showcase the best of Belk. We will offer broad assortments of top brands for the entire family. This project also represents Belk's ongoing deep commitment to our customers and the Mobile community."

The two current Belk locations at Bel Air Colonial Mall and Springdale Mall will continue to operate until the new store opens in the fall of 2016.

Belk has served the Mobile and Gulf Coast communities since 2005 and operates several stores including Mobile, Pensacola, Gautier, Gulfport, and Biloxi.

#### **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 297 Belk stores located in 16 Southern states and a growing digital presence. Its [belk.com](http://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 January 31, 2015, the company and its associates, customers and vendors donated more than \$21.5 million to communities within Belk market areas.

Belk [offers many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, Instagram, YouTube and Google Plus, 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.

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