



News Release

Contact: Kathy Taylor, store manager, Belk of Southgate Mall,
Kathy_taylor@belk.com, 252-335-2957

Belk Celebrates Grand Reopening of Newly Remodeled Store at Southgate Mall in Elizabeth City, NC on Oct. 16

- *\$1.8 million remodeling creates modern interior décor with expanded offerings of ladies shoes, premium brands and fashion assortments*
- *Grand reopening events start today with Belk Gift Card give-away and \$5,000 donation to Shawboro Ruritan Club*

CHARLOTTE, N.C., Oct. 16, 2013 – Belk is celebrating the completion of a \$1.8 million remodeling of its fashion store at Southgate Mall, Elizabeth City, N.C., with a ribbon-cutting ceremony and other special events and promotions that started today. The 80,000-square-foot store has completely updated its shopping environment and now offers expanded selections of ladies shoes and accessories, premium brands and fashion assortments throughout the store.

The remodeling features new display fixtures, porcelain tile aisles, carpeting and paint throughout the store, along with remodeled fitting rooms and restrooms. The store's ladies shoe department has been totally remodeled and expanded by nearly 80 percent to over 4,300 square feet of space. The new accessories department has grown by 47 percent to over 5,000 square feet of space and includes a new open-sell fashion jewelry area. Space has also been added for ladies dresses and suits, Today's Woman, as well as men's, young men's and girls' apparel. The home department has also been expanded to add new assortments of kitchen electrics, luggage and other home merchandise by Keurig and many other top brands.

New brands for ladies include Anne Klein, Lily Bloom, New Directions, New Directions Weekend and many others. New ladies shoe brands now available are Anne Klein II, Nine West, Jessica Simpson, Dr. Scholl's and many others, while featured apparel brands for men include Belk's exclusive Ocean and Coast line, Nautica and others.

"This is a great day for Belk and Elizabeth City as we formally 'reopen' our modernized fashion store to serve this community," said **Kathy Taylor**, store manager. "It represents the latest and best that Belk has to offer and was redesigned and merchandised especially for our customers. We invite everyone to come visit our store and see the wide selections of top fashion brands and styles. Our new shopping environment was created for the ultimate in customer service, convenience and enjoyment. We're committed to offering the best in Modern.Southern.Style. and continuing our reputation as the department store of choice in the Elizabeth City area.

"Our talented team of sales professionals is ready and eager to extend our Belk hospitality and service and to fulfill our customers shopping needs by always providing the fashion they desire and the value and service they deserve."

Belk opened its first store in downtown Elizabeth City in 1935, and has operated at Southgate Mall since 1969. The store's last remodeling was in 1986.

Grand Reopening Events

Belk of Southgate Mall kicked off its grand reopening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to the Shawboro Ruritan Club. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500.

Other upcoming grand opening events include:

- **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 from a drawing among all participating Belk stores.
- **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 with 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 fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk.com 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. To connect with Belk go to [Belk Get Connected](#).

Modern. Southern. Style.

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.

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