



News Release

Jessica Graham, Belk, Jessica_graham@belk.com; 704.426.8333
Emily Moseley, LGA, Emily.Moseley@lgapr.com; 704.552.6565

Belk Announces Opening Dates for New Flagship Location at Friendly Center *Store will Reflect the Latest in Modern. Southern. Style.*

CHARLOTTE, NC, July 8, 2014 – Belk today announced the opening date and re-opening dates for its flagship store at Friendly Center in Greensboro, North Carolina. The brand-new home department will celebrate its opening on July 25, while the main store that has undergone a complete renovation will re-open on October 15. The new store will allow Belk to expand its assortments of brand merchandise and greatly enhance the shopping environments for customers in the Triad area.

“We are excited to open our first flagship store in the Greensboro area,” said Bill Roberts, chair of Belk Northern Division based in Raleigh, North Carolina. “We are committed to providing our customers in the Triad with a high-quality shopping experience and the brands they trust to support their modern, Southern lifestyle.”

Home Store Key Information

- Located in a brand-new, 29,000-square foot building at 604 Green Valley Road, across the street from the main store
- Friday, July 25: Grand Opening celebration at 9:30 a.m. with a ribbon-cutting ceremony, gift card giveaways and other special events and promotions
- Thursday, Aug. 7: Vietri Engagement Party 5-8 p.m.

Main Store Key Information

- Existing 140,000-square foot location is currently finishing a total renovation
- Saturday, Aug. 9: Kidfest noon-3 p.m.
- Thursday, Oct. 9: Girls’ Night Out 5-8:30 p.m.
- Wednesday, Oct. 15: Grand Opening celebration at 9:30 a.m. with a ribbon-cutting ceremony, gift card giveaways and other promotions
- Saturday, Nov. 15: Santafest

The \$9.2 million project will allow Belk to greatly expand their offerings in women’s apparel, shoes, accessories, handbags, cosmetics and home and add larger assortments of premium brands, including Frye, Calvin Klein, Karen Kane, Coach, Kate Spade, Benefit Cosmetics, Kiehl’s and Nespresso. The renovation will also include upgrading to modern, new décor and enhanced amenities including redesigned fitting rooms, restrooms and seating areas.

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 300 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.

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