



News Release

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Belk Celebrates Grand Re-opening of Fashion Store at Oaks Mall in Gainesville, Fla.

- Remodeling of 100,000 -square-foot store brings the latest in Modern.Southern.Style. to Gainesville with expanded assortments of top fashion brands
- Grand opening events start today with Belk Gift Card Give-away and \$5,000 donation to PACE Center for Girls of Alachua

CHARLOTTE, N.C., Oct. 16, 2013 – The newly remodeled 100,000-square-foot Belk fashion store at Oaks Mall celebrated its grand re-opening today with a ribbon-cutting ceremony, gift card give-aways and other special events and promotions scheduled today and throughout the month.

The store remodeling, which represents a \$3.7 million investment by Belk, features the latest in retail design, lighting, merchandise presentation and décor with new display fixtures, porcelain tile aisles, new carpet, energy-efficient lighting, and refurbished restrooms and fitting rooms. As part of the project, all ladies merchandise departments were moved from the **second level to the first level** and the **men's department** moved from the first level to the second level where kids and home departments are also located.

The remodeling resulted in many improvements designed to enhance customer **convenience and satisfaction**. For **example**, the **ladies, men's and kids shoe departments** have been greatly expanded, with ladies shoes gaining 57 percent more space to nearly 6,000 square feet. The store now offers expanded assortments of the top brands and latest styles of fashion apparel, shoes and accessories for the whole family, plus cosmetics and home merchandise. **The store's Belk and Co. Fine Jewelers shop offers a wider selection of watches and fine jewelry**, including diamonds, semi-precious stones, gold and much more.

New shoe brands being added include Calvin Klein, MICHAEL Michael Kors, Sam Edelman, Kenneth Cole Reaction and Ralph Lauren for ladies and Ralph Lauren for men. Ladies shoes **by Belk's new CYNTHIA Cynthia Rowley line launched this spring** are also featured. Other merchandise areas that have been expanded include cosmetics (now featuring new open display fixtures), accessories (including sunglasses), swimwear, ladies better sportswear, young men's sportswear, and infants and toddlers.

The expanded fashion accessories department will feature designer handbags by Calvin Klein, CYNTHIA Cynthia Rowley, Michael Kors, and more. The enlarged fashion jewelry department now uses open display fixtures to make shopping easier and adds modern jewelry by CYNTHIA Cynthia Rowley, BCBG and Betsey Johnson/Haskell.

New better sportswear brands for women include Calvin Klein, Karen Kane, Lucky Brand dungarees, Lauren Ralph Lauren, CYNTHIA Cynthia Rowley, Miss Me denim, Jessica Simpson, Free People, Eight-Sixty and Jones New York Sport in petites. Coach and Michael

Kors shops have been added in the ladies accessories department along with designer bras by B. TEMPT'D by Wacoal, Calvin Klein and DKNY.

Featured brands for men now include Belk's exclusive MADE Cam Newton sportswear, blazers, suits and suit separates which was introduced at Belk this spring. Polo Ralph Lauren has been added in the infants, toddlers and boys departments, and men and women can find great premium denim and tops by Chip and Pepper California, exclusively at Belk.

"This is a great day for Belk and Gainesville as we formally introduce our beautiful new fashion store to serve this community," said Dan Mixson, store manager. "It represents the latest and best that Belk has to offer and was redesigned and merchandised especially for the Gainesville market. We invite everyone to come visit our store and see the wide selections of top fashion brands and styles that we offer in a shopping environment 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 Gainesville.

"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 Gainesville in 1941, and moved to Oaks Mall in 1978. The store was last remodeled in 1996.

Grand Re-opening Events

Belk at Oaks Mall kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to PACE Center for Girls of Alachua. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500. The store also raised money for United Way of Alachua County at a charity shopping event held Sunday, Oct. 13.

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.

- 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.