



News Release

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Belk Celebrates Grand Opening of New Fashion Store at Morganton Heights Shopping Center in Morganton, N.C.

- New 66,000-square-foot store brings the latest in Modern.Southern.Style. to Morganton with expanded assortments of top fashion brands
- Grand opening events start today with Belk Gift Card Give-away and \$5,000 donation to the Burke County Public Schools

CHARLOTTE, N.C., Oct. 16, 2013 – The new 66,000-square-foot Belk fashion store at Morganton Heights shopping center celebrated its grand opening today with a ribbon-cutting ceremony, gift card give-aways and other special events and promotions scheduled today and throughout the month. The new store is located off West Fleming Drive.

The new store, which represents a \$6.5 million investment by Belk, offers 16,000 square feet more space than the previous store and features the latest in retail design, lighting, merchandise presentation and décor. It 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.

Ladies will find much larger selections of merchandise in the greatly expanded shoes and accessories areas, including a new MICHAEL Michael Kors handbag shop, and men will enjoy the latest styles at the new Polo shop. The new store's Belk and Co. Fine Jewelers shop offers a wide selection of watches and fine jewelry, including diamonds, semi-precious stones, gold and much more.

Examples of favorite premium brands featured at the store include Belk's exclusive lines by CYNTHIA CYNTHIA ROWLEY, MADE Cam Newton, Chip and Pepper California, plus top fashion lines by Michael Kors, Polo Ralph Lauren, Sophie Max, Calvin Klein, Fossil, Estee Lauder, Jessica Simpson, Kenneth Cole, Lucky Brand, Nautica, Nine West Vintage, America Collection, Anne Klein, Nine West, Keurig, and many more.

"This is a great day for Belk and Morganton as we open a beautiful new fashion store to serve this community," said Mark Joubert, store manager. "It represents the latest and best that Belk has to offer and was designed, built and merchandised especially for the Morganton 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 Morganton.

"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 has served the Morganton community since 1931, and operated its former store at Fiddler's Run since 1999.

Grand Opening Events

Belk at Morganton Heights kicked off its grand opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to Burke County Public Schools. The store also raised money for Burke County Public Schools at a charity shopping event held Sunday, Oct. 13. 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.
- 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.