



## News Release

---

Jessica Graham, Belk, [jessica\\_graham@belk.com](mailto:jessica_graham@belk.com); 704.426.8333

---

### **Belk to Open New Store at The Fountains in Jacksonville**

*Belk at Regency Square Mall will relocate to new  
95,000-square-foot store March 11, 2015*

**CHARLOTTE, NC, January 27, 2015** – Belk is relocating its store at Regency Square Mall to a new 95,000-square-foot fashion store at The Fountains in Jacksonville, Fla. The Fountains, a new 61-acre, open-air, mixed-use development, is located at the intersection of Atlantic and Kernan Boulevards. The store will offer premium brands of apparel, shoes, accessories and home merchandise.

The project's developer began construction in the fall, and the remaining construction will be completed before the store's grand opening date on March 11, 2015. The store will be identical to the company's Denham Springs, La. location which opened in fall 2015.

Academy Sports Outdoors, Earth Fare and LA Fitness already anchor the center at The Fountains. A variety of additional retail and specialty stores unique to the market are also anticipated to locate at the development. The Fountains is designed to accommodate 385,000 square feet of retail and restaurant space.

"We're pleased to be opening a brand new store at The Fountains to better serve our customers in Jacksonville and surrounding areas," said Dave Penrod, chair, Belk Southern Division based in Atlanta, Ga. "The store will represent the best of the Belk brand and our modern, southern, style. We look forward to providing the top brands, the best in service and a deep commitment to this community."

The new Belk store represents a \$9.6 million investment and will incorporate the latest in retail design, lighting, merchandise presentation and décor. It will offer expanded assortments of the top premium brands, exclusive Belk private brands, the latest styles of fashion apparel, shoes and accessories for the whole family, plus a large selection of cosmetics, that includes:

Ladies Apparel: Better collections and sportswear by Ralph Lauren, Cynthia Rowley, Crown and Ivy, Lucky Brand, CK Jeans, VAC, Jessica Simpson, Under Armour, Columbia and many more.

Men's Apparel: Nautica Loungewear, Chip & Pepper, Happy Socks and more.

Modern Jewelry: Watches by AX, Coach, Diesel and Kenneth Cole, and jewelry by Givenchy and Vince Camuto.

Designer Handbags: Michael Kors, Brahmin, Dooney & Bourke, Lucky, Hobo and Kate Spade gifting.

Kids: Under Armour, Red Camel, Salt Life and a Polo boys shop.

Home: Southern Tide, Croscill, Tommy Hilfiger and Croscill cookware.

Cosmetics: MAC, Skincare shop, Clarisonic, Philosphy, Somod, and intensifications of already-offered brands such as Lauder, Lancome, Clinique and fragrances.

The Belk store at Regency Mall will continue to operate until mid-February 2015. Belk has served the Jacksonville community since 1990 and has operated at Regency Square Mall since 1998. It also operates stores in the Jacksonville area including the Avenues Mall, Roosevelt Mall, Orange Park and St. Augustine.

**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 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.

###