



News Release

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Belk Celebrates Grand Re-opening of Expanded and Remodeled Fashion Store at Galleria Mall in Rock Hill, S.C.

- ***Expansion and remodeling of 100,000 -square-foot store brings the latest in Modern.Southern.Style. to Rock Hill with expanded assortments of top fashion brands***
- ***Grand reopening events start today with ribbon cutting, Belk Gift Card Give-away and \$5,000 donation to Nation's Ford Future Business Leaders of America***

CHARLOTTE, N.C., Oct. 16, 2013 – The newly expanded and remodeled 100,000-square-foot Belk fashion store at Rock Hill Galleria in Rock Hill, S.C. 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 20,000-square-foot expansion and total store remodeling, representing a \$5.5 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. The entire front of the store was rebuilt and expanded outward, adding a new entrance canopy, front walls and landscaping.

The expansion and renovation brings key improvements at the store designed to enhance customer convenience and satisfaction. For example, the ladies and men's shoe departments have more than doubled in size and the fashion accessories and handbags departments are greatly expanded and feature new Coach and Michael Kors shops. The fashion jewelry department has also been enlarged and introduces open fixtures to make shopping easier.

The renovated store's cosmetics department has also received a total makeover with all-new display bays and fixtures featuring a new "open sell/assisted sell" concept for Clinique, Estée Lauder and Lancôme products designed to make shopping easier and more convenient. New Ralph Lauren Polo shops are being added for men, boys and girls, along with a Lauren shop for misses and shops showcasing two new exclusive Belk private brands – CYNTHIA Cynthia Rowley for women and MADE by Cam Newton for men.

The store's "Belk and Co. Fine Jewelers" department has also been updated with all new fixtures and casings and offers a wider selection of watches and fine jewelry, including diamonds, semi-precious stones, gold and much more. Other merchandise areas expanded as part of the project include ladies better sportswear, men's better traditional, women's special sizes, men's big and tall, boys and toddlers.

The store's center core area containing cosmetics and ladies shoes, handbags and accessories was relocated from the mall entrance to the newly renovated front entrance.

Examples of new premium and top name brands offered at Belk of Rock Hill Galleria include

Coach, Calvin Klein, Tahari, Karen Kane, Calvin Klein Jeans, Lucky Brand, Jones New York Signature, Lauren Ralph Lauren, Estee Lauder, Jones New York Sport, BCBGeneration, Sam Edelman, Kenneth Cole Reaction, Polo Ralph Lauren, Under Armour, Keurig and many more.

Both men and women can find great premium denim and tops by Chip & Pepper California, a Belk exclusive.

"This is a great day for Belk and Rock Hill as we formally 'reopen' our expanded and modernized fashion store to serve this community," said **Debra Niekamp**, 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 Rock Hill 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 has served the Rock Hill community since 1913, and moved from its downtown location to Rock Hill Galleria in 1991.

Grand Re-opening Events

Belk at Rock Hill Galleria kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to Nation's Ford Future Business Leaders of America. The first 300 customers received Belk Gift Cards ranging in value from \$5 to \$500. The store also raised money for Boyd Hill Pastor's Aid Society 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.