



Belk Celebrates Grand Re-opening of Expanded and Remodeled Fashion Store at Tifton Mall in Tifton, Ga.

- ***Expansion and remodeling of 41,000 -square-foot store brings the latest in Modern.Southern.Style. to Tifton with expanded assortments of top fashion brands***
- ***Main store expands into adjacent building at Tifton mall to create a new 7,000-square-foot home department***
- ***Grand reopening events start today with ribbon cutting, Belk Gift Card Giveaway and \$5,000 donation to Tift Area YMCA***

CHARLOTTE, N.C., Oct. 16, 2013 – The newly expanded and remodeled 41,000-square-foot Belk fashion store at Tifton Mall in Tifton, Ga. 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.

Belk has enlarged its main store by 7,000-square-feet of space by expanding into an adjacent building at Tifton Mall which now houses its home merchandise. The expansion and remodeling, which represents a \$1.7 million investment by Belk, features an updated decor with new display fixtures, carpet, paint, and energy-efficient lighting.

In addition to the new home store, many other improvements have been made in the main store designed to enhance customer convenience and satisfaction. For example, the ladies shoes department has been expanded by 80 percent to more than 3,000 square feet of space. Other departments gaining more space include men's shoes, ladies better sportswear, juniors, men's apparel (including big and tall), and girls.

New premium brands in women's sportswear now include Calvin Klein Jeans and Nine West vintage jeans. Shoe brands being added include Jessica Simpson for ladies and Ralph Lauren for men. The store's new open-sell modern jewelry department will offer new brands by BCBG, Lucky Brand and others. New open-sell sunglasses and watch areas are also being added.

Nautica is a new brand for men, and Polo Ralph Lauren is available for boys for the first time. The store also introduces UnderArmour for young men, boys and girls.

Examples of other new premium and top name brands offered at Belk of Tifton Mall include BCBGeneration, Lily Bloom, Nautica, Biltmore For Your Home, Keurig and many more.

The store's "Belk and Co. Fine Jewelers" shop has also been updated and offers a wider selection of watches and fine jewelry, including diamonds, semi-precious stones, gold and much more.

“This is a special day for Belk and Tifton as we formally ‘reopen’ our expanded and modernized fashion store to serve this community,” said **Stacy Baker**, 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 Tifton 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.”

The store, which originally opened in Tifton in 1948, has operated at Tifton Mall (formerly Town and Country Plaza) since 1973, and was last remodeled in 1992.

Grand Re-opening Events

Belk at Tifton Mall kicked off its grand re-opening celebration this morning with a ribbon-cutting and the presentation of a \$5,000 contribution to Tift Area YMCA. 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.