



News Release

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Belk brings Modern. Southern. Style. to the 2015 Holiday Season

**** Season kicks off with a visit from Santa***

**** Stores to open at 6 p.m. on Thanksgiving Day with more than 400 doorbuster items & a \$1 million gift card giveaway – one \$1,000 winner per store***

**** Promotions and events throughout the holiday season starting the week before Thanksgiving***

**** Extended holiday store hours***

CHARLOTTE, N.C., Nov. 2, 2015 – Belk kicks off the holiday season with a visit from Santa at its annual SantaFest event in all stores on November 14. With stores opening at 6 p.m. on Thanksgiving Day, Belk will offer more than 400 doorbusters and \$1 million in gift card giveaways to the first 250 customers at every store. The gift cards are valued anywhere from \$5 to \$1,000, and there will be one \$1,000 winner per store. With huge assortments of most-wanted gift items, premium brands, extended holiday hours and in-store events and saving opportunities all season long, Belk is the holiday shopping destination for Modern. Southern. Style.

Amazing Deals and Promotions

At Belk, the holiday deals are all season long, starting with the Pre-Thanksgiving sale that begins the week before Thanksgiving. From Nov. 15 – 21, Belk will have a \$10 off \$50, \$20 off \$100, \$30 off \$150 coupon in addition to extra 40% off red dot items and select bonus buys.

Nov. 22 will kick off the Thanksgiving Sale, with deals lasting all week long including: 20% off sale (15 % off home and shoes) with Belk card; 15% off (10% off home and shoes) with shopping pass; additional 50% off red dot; and free shipping on www.belk.com with a \$50 purchase.

Sales and promotions will be bigger than ever on Thanksgiving Day at 6 p.m. through Black Friday with more than 400 doorbusters and top items including:

- \$19.99 Rampage boots
- 50 – 70% off fashion jewelry
- \$19.99 sweaters from ND New Directions
- \$39.99 ND New Directions or Ciao 5 piece luggage sets
- 25% off Under Armour for ladies, men and kids
- \$34.99 – \$49.99 Under Armour shoes
- 75% off Belk Silverworks
- 55% off entire stock of Crown & Ivy
- \$19.99 folded pajama gift sets from Kim Rogers

Santafest

Belk kicks off the holiday season each year with its Santafest event in all stores. This year's Santafest is Saturday, Nov. 14, from noon – 3 p.m. The event features free photos with Santa, candy canes, holiday crafts, refreshments and the opportunity to enter the annual Belkie Bear design contest. Kids ages 4-11 may enter the contest to create their own Belkie Charity Bear design using a color sheet provided. The

grand prize winner will receive a \$500 shopping spree and their winning design will be the Charity Bear for next season. This year's event will unveil Belk's Charity Bear chosen from the 2015 contest.

Holiday Charity Program

From December 2 through 26, Belk will provide customers an opportunity to support local Title One elementary schools through direct contributions at local Belk stores during its annual holiday fundraising campaign, Angel Days. Each store will donate 100% of the proceeds of the program to a local Title One elementary school. The schools can use the funding to support their individual needs. For a \$5 contribution, customers can earn their wings with an exclusive angel pin.

Marketing Campaigns

Santa baby is back and better than ever. The campaign launches Nov. 7 and runs through Dec. 31. During the promotion period, participants will be able to enter via social media follows, shares and referrals and have the opportunity to create unique eCards that will be featured on the official site. Entrants will be able to personalize Santa Baby gifts, and the extra festive part -- the opportunity to vote for a favorite TV commercial ending. The grand prize is a \$10,000, but there are additional instant win prizes available, too, including: 50 \$25 Belk gift cards and 250 \$15 Belk gift cards.

Extended Hours

To accommodate customers' busy schedules, Belk will open for extended hours through the holiday season. A calendar of hours is attached.

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 296 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 January 31, 2015, the company and its associates, customers and vendors donated more than \$21.5 million to communities within Belk market areas.

Belk [offers many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, Instagram, YouTube and Google Plus, 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.

Belk Holiday Special Hours Calendar

November 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13 Close: 10 p.m.	14 Open: 9 a.m.
15	16	17	18	19	20 Close: 10 p.m.	21 Open: 9 a.m. Close: 10 p.m.
22	23	24	25 Close: 10 p.m.	26 Open: 6 p.m.	27 Close: 10 p.m.	28 Open: 8 a.m. Close: 10 p.m.
29 Open: 11 a.m. Close: 7 p.m.	30					

December 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 Open: 9 a.m. Close: 11 p.m.	4 Open: 9 a.m. Close: 11 p.m.	5 Open: 7 a.m. Close: 10 p.m.
6 Open: 10 a.m. Close: 8 p.m.	7 Open: 9 a.m. Close: 10 p.m.	8 Open: 9 a.m. Close: 10 p.m.	9 Open: 9 a.m. Close: 10 p.m.	10 Open: 9 a.m. Close: 10 p.m.	11 Open: 9 a.m. Close: 11 p.m.	12 Open: 8 a.m. Close: 11 p.m.
13 Open: 10 a.m. Close: 10 p.m.	14 Open: 9 a.m. Close: 11 p.m.	15 Open: 9 a.m. Close: 11 p.m.	16 Open: 8 a.m. Close: 11 p.m.	17 Open: 8 a.m. Close: 11 p.m.	18 Open: 8 a.m. Close: 12 a.m.	19 Open: 6 a.m. Close: 12 a.m.
20 Open: 8 a.m. Close: 11 p.m.	21 Open: 8 a.m. Close: 12 a.m.	22 Open: 8 a.m. Close: 12 a.m.	23 Open: 8 a.m. Close: 12 a.m.	24 Open: 7 a.m. Close: 6 p.m.	25 CLOSED	26 Open: 6 a.m. Close: 10 p.m.
27	28	29	30	31 Close: 8 p.m.	Notes:	