Belk Charity Day Raises $4 Million For Local Nonprofits

Belk's Charity Sale raised more than $4 million for hundreds of local charities, schools and nonprofit organizations located throughout the company’s 16-state market area. In return for a $5 donation, customers received a ticket admitting them to the Charity Sale on Nov. 7 and entitling them to merchandise discounts ranging from 20 to 50 percent on Belk purchases. Customers also receive $5 off their first purchase of $5 or more at the event.

Participating local charities sold the Charity Sale tickets in advance of the event with proceeds from each $5 ticket sold retained by the charity. Proceeds from tickets sold at Belk stores prior to and during the event were divided among the participating charities and schools in each location.

“Belk is honored to be able to support and give back to its communities each season through the Charity Sale,” said Tim Belk, chairman and CEO of Belk, Inc. “We want to thank everyone who participated in the Charity Sale, especially during this difficult economic time. It was inspiring to see that donations resulted in more than $4 million.”

Charity Day supported nonprofits such as The Leukemia & Lymphoma Society, Boy Scouts of America, Habitat for Humanity, Girl Scout troops, Ronald McDonald House Charities, animal rescue organizations, Philanthropic Educational Organization (PEO), local school athletic and scholastic organizations and numerous local churches.

The Young Women’s Christian Association (YWCA) Central Alabama was one of the participants in Belk’s Fall Charity Sale. “Great community supporters such as Belk help us provide valuable resources and services to those in our community who need it most,” said Suzanne Durham, CEO. “The Belk Charity Sale has helped us help those who cannot help themselves. What a fabulous community partner we have found in Belk.” Belk’s next Charity Sale is slated for Saturday, May 1, 2010. Photo: Volunteers from PEO in Charlotte, N.C. sell tickets at Belk at SouthPark Mall #452.

Ivy Chin Takes on Senior VP of eCommerce Post

Belk has appointed Ivy Chin to senior vice president of eCommerce. Chin was previously vice president, strategic and multimedia operations for QVC, Inc. in West Chester, Pa., where she began her career 14 years ago as a systems engineer for the electronic retail shopping enterprise. During her tenure at QVC, the company’s annual sales grew from approximately $164,000 to more than $1.3 billion.

Other positions held by Chin at QVC with increasing levels of responsibility included information architect; chief Internet architect; director of Internet content, design and architecture, director of interactive and broadcasting systems; and vice president of online architecture, design and video. Chin is a graduate of Drexel University with a Bachelor of Science degree in computer science, and received the university’s Alumni Circle of Distinction Award last year.

Chin was recently named one of Computerworld magazine’s “Premier 100 IT Leaders for 2010.” Additionally, she is a member of the National Retail Federation’s Digital Division Shop.org, the Women in Cable Telecommunications and has served as a volunteer for Big Brothers/Big Sisters of Southeastern Pennsylvania.

Read a more in-depth story on Chin’s 2010 plans for Belk.com in upcoming issues of View Magazine.

Win A $50 Belk Gift Card!

Purchase your own favorite product picks! If you’re among the first 25 associates to send comments about View Online! you’ll get your name in a drawing for a $50 Belk gift card. Read My Viewpoint for details. Send comments to view@belk.com.
Belk Foundation Provides Grant to Citizen Schools

The Belk Foundation awarded a $150,000 grant to Citizens Schools, a nonprofit organization that partners with middle schools in Charlotte, N.C. and across the country to extend the learning day for low-income children. Citizens Schools give area professionals and businesses a way to support local education efforts by bringing volunteers into the classroom. Students have the opportunity to work on real-world projects in 10-week “apprenticeship” programs in which experts help students understand what it’s really like to work within their profession.

As part of this program, Belk participated by offering 13 students from Eastway Middle School in Charlotte a venue to showcase what they’d learned from a 10-week program during which they spent one afternoon a week participating in their own version of the hit show “Project Runway”, studying the ins and outs of the retail fashion industry. From marketing to merchandising, students learned what it takes to find and sell the hottest designs.

On Friday, Dec. 4, the students presented a final presentation to an audience of community members at Belk at SouthPark Mall #452. Students worked with visual associates Michael Sturgill and Diana Peterson to design a store’s holiday window display, and to assemble outfits to be featured on the mannequins and in a fashion show. The event included an oral presentation from the students and “live modeling” of the latest fashions.

“Through our apprenticeship program, students are able to get a glimpse of the wide variety of professions available to them if they work hard,” said Jerri Fatticci, executive director of Citizen Schools North Carolina. “Our goal is to help students make the connection between education and successful careers later in life.”

“The Belk Foundation is proud to support Citizen Schools,” said Johanna Anderson, director of The Belk Foundation. “We believe in the value of positive and productive out-of-school programs for students and see that Citizen Schools is a model that really works. The onsite experience through a partnership with the Belk store at SouthPark is especially exciting.” Charlotte Citizen’s Schools program launched in 2006 and currently serves 400 students in North Carolina with more than 200 volunteers. Learn more about Citizen Schools’ programs and results at citizenschools.org.

Canton, Ga. Associates Take Steps to Fight Breast Cancer

On an October weekend when many people were sitting inside watching football games or shopping for Halloween costumes, three cosmetics associates from Belk in Canton, Ga. #33 were walking 60 miles to fight breast cancer. Lancôme beauty advisor Jennifer McSparron, counter manager, Shannon Silvers and Esteé Lauder beauty advisor, Ashley Wilson, teamed with two other friends as the “Tough Ta-Tas” in the Breast Cancer 3-Day Walk on Oct. 23 - 25 in Atlanta. The walk benefited Susan G. Komen for the Cure and the National Philanthropic Trust Breast Cancer Fund. The team raised more than $11,500 for the cause.

“It was my true honor to walk with this team and it was wonderful for me to pass on my experiences to these ladies,” said McSparron, who has walked in the event for the past three years and served as the captain of the Tough Ta-Tas. “I tried to prepare them as best as I could, but nothing can truly prepare you for the life-changing journey this takes you on.”

The Tough Ta-Tas raised their funds through organized events including bake sales and denim/pink days hosted by the Belk store. “Having our co-workers support the team meant the world to us and it’s great to see how this cause can bring so many people together,” said McSparron. Each walker was required to raise a minimum of $2,300 in order to participate. All three ladies plan to participate again in the 2010 event. Photo: From left, Shannon Silvers, Jennifer McSparron, Ashley Wilson and Christy O’Connor.

Clinique Chooses Winston-Salem, N.C. Belk to Host Instyle Beauty Event

Belk in Winston-Salem, N.C. #17, was chosen by Clinique to host an exclusive Beauty Smarts event in December in collaboration with the leading fashion magazine, Instyle. Belk’s Clinique team hosted more than 75 customers for skincare and fashion consultations, with Instyle’s style consultant, Jess Atkins. “Our counter is working toward hitting the $2 million sales milestone this year and this event was a great opportunity to build the business,” said Meg Newman, Clinique business manager. “Sales results from the event were $10,200 for the day, a 40 percent increase over last year, with the average sale being about $65,” she said.

April Black, Clinique account executive, explained that Belk in Winston-Salem was chosen for the event “because they are the top Clinique counter in the company and they have a consistent history of delivering excellent results for events of this nature, in addition to maintaining positive growth in their basic business year round,” she said.

The product focus for the event was Clinique’s Even Better franchise, with customers receiving free samples of the new Even Better Foundation SPF 15, said Newman. “The gift with purchase also included a book by InStyle Magazine called “Getting Gorgeous,” which is a wonderful book on beauty techniques and trends featuring many of Clinique’s favorite products,” she added. Each customer also received a complimentary style consultation with Atkins who worked one-on-one with clients to provide tips on incorporating fall season trends into their wardrobe. The consultations were supported by the ladies apparel associates who helped customers find similar trend items at Belk.

CUSTOMER SATISFACTION SURVEY (CSS)*

December 2009

Top 5 Stores - Overall Satisfaction

<table>
<thead>
<tr>
<th>Store Location</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Silver City, N.C. #154</td>
<td>97%</td>
<td>90%</td>
</tr>
<tr>
<td>Huntsville, Ala. #607</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>Decatur, Ala. #611</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>Selma, Ala. #655</td>
<td>92%</td>
<td>77%</td>
</tr>
<tr>
<td>Raleigh, N.C. #243</td>
<td>92%</td>
<td>87%</td>
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</table>

Division Overall Satisfaction

<table>
<thead>
<tr>
<th>Division</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Northern Division</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Southern Division</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>Western Division</td>
<td>81%</td>
<td>82%</td>
</tr>
</tbody>
</table>

SPECIAL EVENTS

UPCOMING SPECIAL EVENTS

Don’t Forget Valentine’s Day!
Sunday, Feb. 14

Bridal Engagement Party
Thursday, Feb. 18
All Stores

Healthcare Appreciation Day
Tuesday, Feb. 23
All Belk Stores

Fashion Show Benefiting the Siskin Institute
Thursday, March 11
Chattanooga, Tenn.
Belk Donates to 2009 Fantasy of Trees

Belk visual associates in the Knoxville, Tenn. region combined talents to participate in the 25th anniversary of Fantasy of Trees, a fundraising event supporting The East Tennessee Children's Hospital. Each year Belk has donated the Grand Benefactor Tree for the annual event. Trees are donated by local businesses and sold at auction. Belk's tree sold for more than $1,500.

"An estimated 55,000 people visited the event to view a winter wonderland of decorated trees, wreaths and gingerbread houses, all decorated by area businesses, community groups and local school children," said Jennifer Skillman, Knoxville regional visual manager who worked with visual associates Michael Pitroski, Tracy Elliott, Linda Hensley and Wendy Harris to decorate the Belk tree.

Customer Praises Associate for Outstanding Service

Bonnie Lawrence, sales consultant, home, at Belk in Mt. Pleasant, S.C. #74, knows what it takes to provide great service to customers. Recently, Nancy Moore Thurmond, a customer who shopped with Lawrence, wrote a letter to Tim Belk, chairman and CEO, to express her satisfaction. She wrote:

"...Mrs. Lawrence was very accommodating and helpful. Not only was I impressed with her genuine interest in helping me and her other customers but also with her efficient and competent manner. She knew her inventory 'from top to bottom' and she had excellent people skills. She exhibited that rare quality of excellence, a direct result of her sincerity and enthusiasm to satisfy her customers. Bonnie Lawrence is an outstanding asset to Belk."

Benefit Beauty Events Earn Record Sales

Personal appearances by Benefit global trend artists Maggie and Annie Ford Danielson, resulted in the two largest sales days ever at any Belk Benefit counter.

The two sisters, daughters of Benefit co-founder Jean Ford, worked one-on-one with customers around the brow bars at Belk in Raleigh, N.C. #458, Crabtree Valley Mall and Charlotte, N.C. #452, SouthPark Mall, sharing expert beauty advice. The exclusive beauty events were held to promote Benefit’s Crescent Row fragrance collection. Total sales for the day in Raleigh were $8,700, 45 percent over goal and in Charlotte they were $9,800, 63 percent over goal.

Belk Sponsors “Beauty Boost” Event For Holidays

During the holiday season, Belk teamed with Carter Barnes Hair Artisans at Phipps Plaza in Atlanta, Ga. to sponsor “Beauty Boost,” a program that benefited individuals who lost their job or home or had otherwise been adversely affected by the economic downturn or recent flooding in the Atlanta area.

In all, 250 men and women were chosen after submitting their personal stories and photos to the Carter Barnes web site. Each received a free haircut, color and style, and gift bag with a Belk gift card and beauty products. Ten winners also received a $250 Belk shopping spree.

"There were so many people who went without this holiday season, and personal care and indulgences are typically the first thing to be cut from the budget," said Karen Geager, Belk’s regional vice president in the Atlanta market. "We applaud Carter Barnes for putting this initiative together so we could help make a difference in the way these special individuals look and feel about themselves.”

Contributors:

Johanna Anderson, Lee Kennedy, Megan McWaters, Meg Newman, Becky Pinion, Pam Price, Jennifer Skillman, Emily Spratt, Darlene Starcher, Darrell Williams and all the store managers and Belk merchandisers who provide information for View Magazine and View Online!

Special thanks to all associates who participated in review and testing of View Online during its development stage.

Send submission requests to: view@belk.com

View Magazine is Belk’s print publication for and about Belk associates. It is published five times each year. Copies of View Magazine are available in each department area (corporate office) and associate break rooms (stores). View Online is a supplemental electronic publication to View Magazine.

View Magazine and View Online are internal publications produced by Belk’s Corporate Communications Department. The information contained in them is intended solely for Belk associates and is not for external distribution.
SERVICE ANNIVERSARIES * FEBRUARY 2010
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

35 YEARS
Lillie Baity, Thomasville, Ga. #274
Michael Jones, Knoxville, Tenn. #685
Linda Newsome, Bainbridge, Ga. #269

30 YEARS
Faye Coker, Gadsden, Ala. #616
LaDonna Fitterer, Fredericksburg, Va. #347
Thomas Phelps, Blythewood, S.C. #737
Brenda Preston, Corporate Office, Charlotte, N.C.

25 YEARS
Carol Brown, Corporate Office, Charlotte, N.C.
Pamela Creel, Gulfport, Miss. #295
Denise Masters, Corporate Office, Charlotte, N.C
George Singleton, Charleston, S.C. #202

20 YEARS
Indiana Caldwell, Vicksburg, Miss. #669
Andrea Copeland, Wilmington, N.C. #13
Billie Ellis, Lakeland, Fla. #355
Miriam Hupp, Murrells Inlet, S.C. #551
John Jackson, Sumter, S.C. #503
Deborah Jones, Winston-Salem, N.C. #17
Patricia Macelman, Athens, Tenn. #684
Mary McGreevy, Pensacola, Fla. #657
Roberta Powell, Rocky Mount, N.C. #28
Velva Powell, Gadsden, Ala. #616
Venehola Powers, Jacksonville, N.C. #294
Carey Roach, Huntsville, Ala. #606
Lisa Rowe, Winchester, Va. #187
Daisy Tucker, Ridgeland, Miss. #676
Sue Wilder, Jacksonville, Fla. #141
Betty Williams, Kinston, N.C. #449

15 YEARS
Cynthia Allen, Rocky Mount, N.C. #28
Gloria Austin, Winston-Salem, N.C. #17
Josephine Baskerville, Henderson, N.C. #598
Gale Gantt, Columbia, S.C. #378
Sherry Gillum, Laurel, Miss. #674
Mary Harriger, Huntsville, Ala. #607
Carolyn Long, Henderson, N.C. #598
Brandon May, Durham, N.C. #242
Lydia Neal, Monroe, La. #645
Patricia Pennington, Rock Hill, S.C. #581
Rosalie Perrin, Birmingham, Ala. #604
Josephine Prioleau, Columbia, S.C. #182
Elizabeth Robinson, Columbus, Miss. #675
Cindy Smith, Westminster, Md. #521
Grayson Stamey, Lenoir, N.C. #319
Linda Tarkenton, Elizabeth City, N.C. #108
Peggy Watts, Corporate Office, Charlotte, N.C.
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

10 YEARS
Lori Blanchard, Hendersonville, N.C. #165
Laura Burroughs, Huntsville, Ala. #606
Anna Cermak, Norcross, Ga. #270
Juanita Cervantes, Snellville, Ga. #184
Rosalie Ciciulla, Melbourne, Fla. #323
Bob Correll, Corporate Office, Charlotte, N.C.
Vonnie Davis, Charlotte, N.C. #452
Karin Dean, Fayetteville, N.C. #476
Bonnie Dowis, Bethlehem (Winder), Ga. #401
Royce Funderburk, Monroe, N.C. #1
Contessa Gunn, Burlington, N.C. #386
Willie Hutto, Camden, S.C. #227
Roberta Kenty, Snellville, Ga. #184
June Lackey, Jacksonville, Fla. #151
Marybeth Lamb, Mt. Pleasant, S.C. #74
Wanda Lynch, Gadsden, Ala. #616
Carol Martin, Bristol, Va. #52
Jessie Moody, Southern Pines, N.C. #532
Tejas Patel, Raleigh, N.C. #458
Farrah Pittman, Western Division #900
Gary Plott, Dalton, Ga. #188
Gloria Ribas, Vienna, W.Va. #698
Brenda Sams, Knoxville, Tenn. #685
Thomas Scott, Corporate Office, Charlotte, N.C.
Dina Seitz, Corporate Office, Charlotte, N.C.
Sherrie Seymore, Bristol, Va. #52
Marvin Steele, Corporate Office, Charlotte, N.C.
Diane Stephens, Myrtle Beach, S.C. #244
Betty Tackett, Cookeville, Tenn. #585
Eleni Tingirou, Chattanooga, Tenn. #694
Jandee Turner, Cumming, Ga. #337
Gerre Waterson, Laurel, Miss. #674
Loretta Williams, Orange Park, Fla. #149
Patricia Wright, Pensacola, Fla. #626
Customer Satisfaction Survey – December 2009

**OVERALL SATISFACTION**

<table>
<thead>
<tr>
<th>Store Location</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>#154 Siler City, N.C.</td>
<td>97%</td>
<td>90%</td>
</tr>
<tr>
<td>#607 Huntsville, Ala.</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>#611 Decatur, Ala.</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>#655 Selma, Ala.</td>
<td>92%</td>
<td>77%</td>
</tr>
<tr>
<td>#243 Raleigh, N.C.</td>
<td>92%</td>
<td>87%</td>
</tr>
<tr>
<td>#568 Asheville, N.C.</td>
<td>88%</td>
<td>74%</td>
</tr>
<tr>
<td>#530 Farmville, Va.</td>
<td>81%</td>
<td>68%</td>
</tr>
<tr>
<td>#22 Lincolnton, N.C.</td>
<td>89%</td>
<td>77%</td>
</tr>
<tr>
<td>#697 Morgantown, W.Va.</td>
<td>79%</td>
<td>68%</td>
</tr>
<tr>
<td>#31 Reidsville, N.C.</td>
<td>85%</td>
<td>74%</td>
</tr>
</tbody>
</table>

**MOST IMPROVED VS. PREVIOUS MONTH OVERALL SATISFACTION**

<table>
<thead>
<tr>
<th>Store Location</th>
<th>Current Month</th>
<th>Last Month</th>
<th>Overall Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>#568 Asheville, N.C.</td>
<td>88%</td>
<td>74%</td>
<td>15%</td>
</tr>
<tr>
<td>#530 Farmville, Va.</td>
<td>81%</td>
<td>68%</td>
<td>13%</td>
</tr>
<tr>
<td>#22 Lincolnton, N.C.</td>
<td>89%</td>
<td>77%</td>
<td>12%</td>
</tr>
<tr>
<td>#697 Morgantown, W.Va.</td>
<td>79%</td>
<td>68%</td>
<td>12%</td>
</tr>
<tr>
<td>#31 Reidsville, N.C.</td>
<td>85%</td>
<td>74%</td>
<td>11%</td>
</tr>
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**AVAILABILITY OF ASSISTANCE**

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<th>Month</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>66%</td>
<td>70%</td>
</tr>
<tr>
<td>#573 St. Marys, Ga.</td>
<td>91%</td>
<td>77%</td>
</tr>
<tr>
<td>#391 Haines City, Fla.</td>
<td>87%</td>
<td>78%</td>
</tr>
<tr>
<td>#154 Siler City, N.C.</td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td>#611 Decatur, Ala.</td>
<td>84%</td>
<td>77%</td>
</tr>
<tr>
<td>#528 Americus, Ga.</td>
<td>84%</td>
<td>71%</td>
</tr>
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**COURTESY/FRIENDLINESS OF ASSOCIATES**

<table>
<thead>
<tr>
<th>Store Location</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>83%</td>
<td>85%</td>
</tr>
<tr>
<td>#490 Gainesville, Fla.</td>
<td>100%</td>
<td>89%</td>
</tr>
<tr>
<td>#543 California, Md.</td>
<td>98%</td>
<td>84%</td>
</tr>
<tr>
<td>#540 Christiansburg, Va.</td>
<td>96%</td>
<td>89%</td>
</tr>
<tr>
<td>#328 Kerrville, Texas</td>
<td>96%</td>
<td>94%</td>
</tr>
<tr>
<td>#613 Montgomery, Ala.</td>
<td>96%</td>
<td>83%</td>
</tr>
</tbody>
</table>
### Speed of Checkout

<table>
<thead>
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<th>Store Location</th>
<th>MONTH</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk (71%)</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>#580 Mooresville, N.C.</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>#391 Haines City, Fla.</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>#573 St. Marys, Ga.</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>#491 Charlottesville, Va.</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>#154 Siler City, N.C.</td>
<td>87%</td>
<td></td>
</tr>
</tbody>
</table>

### Division Overall Satisfaction

<table>
<thead>
<tr>
<th>Division</th>
<th>MONTH</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Northern</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Southern</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Western</td>
<td>81%</td>
<td></td>
</tr>
</tbody>
</table>

### Store Standings

The following list represents the top 10 percent of stores in each division (excluding closed stores) that met or exceeded sales and profit plans for the month of **December 10**.

**Northern Division**
- Washington, N.C. #130
- Jacksonville, N.C. #294
- Rockingham, N.C. #14
- Whiteville, N.C. #593
- Martinsville, Va. #544
- Clinton, N.C. #86
- New Bern, N.C. #85
- Shallotte, N.C. #263
- High Point, N.C. #30
- Mooresville, N.C. #580

**Southern Division**
- Lake City, Fla. #204
- Jacksonville, Fla. #141
- Hilton Head, S.C. #534
- Tallahassee, Fla. #627
- Sebring, Fla. #583
- Tifton, Ga. #266
- Buford, Ga. #375
- Dublin, Ga. #238
- Lady Lake, Fla. #228
- Waycross, Ga. #520

**Western Division**
- Oxford, Miss #396
- Pensacola, Fla. #626
- Athens, Tenn. #684
- Birmingham, Ala. #605
- McKinney, Texas #336
- Spanish Fort, Ala. #281
- Flowood, Miss. #678
- Jackson, Tenn. #588
- Florence, Ala. #614
- Mobile, Ala. #609

### Top Demand Centers

Based on sales percent increase to plan for comparable stores during the month of **December 09**.

- 7010 Coats
- 7015 Swim
- 7102 Boys
- 7093 Young Men's
- 7040 Juniors