My Viewpoint
by Lynda Stadler, editor

Just in time for back-to-school next month, Belk launches a department just for plus size juniors. What a wonderful offering for young girls. I know that I teach my daughter (and son, for that matter) that everyone comes in different body shapes and sizes and that true beauty is reflected by what type of person you are on the inside. Now all young girls of junior age can find great, stylish clothing that are hip and now, and their comfort level in shopping will be enhanced and more gratifying.

This initiative is only one of the ways Belk is aggressively taking on the competition and meeting customer needs. The company is poised to move forward through the fall and holiday seasons with gusto and Tim Belk, chairman and CEO, is at the helm of the excitement. You can say you heard it here first!

Be ready for a newly defined mission and vision for Belk stores this fall accompanied by an exciting new brand message and look. I'll save the particulars for the next issue, but know that you about to become part of a historical milestone for Belk.

Style, service, leadership, value, customer satisfaction and quality people. Customers love their Belk stores... are they in for a big surprise! Peace -

Belk Launches Juniors Plus Department

A new department designed to meet the needs of plus size junior customers will launch in 50 Belk stores and on Belk.com in August just in time for the back-to-school season. The department will offer updated modern selections for teens and young women fitting in top sizes 1X - 3X and bottom sizes 14 - 24. The department will be housed in Today's Woman departments adjacent to the ND New Directions area. Assortments will be offered by top selling brands such as Fire, Eyeshadow, Heart n Soul, Hydraulic and Zana Di. Classifications include tops, denim and dress and jackets with trends covering screen tees, belted tunics and cardigans, shirt dresses, military inspired cardigans and jackets, plaid woven shirts, jeggings and leggings and extreme, destruction jeans.

The bulk of the business is expected to be generated through belk.com which will offer expanded assortments. Advertising will be done primary through electronic media including belk.com, e-mail blasts, Facebook, Twitter and blogs.

Photo: A distinctive in-store visual package has been designed that includes store toppers, posters and online banners.

Katie B. Morris Keynotes Johnson C. Smith University Scholarship Luncheon, Announces $500,000 Grant

Katie B. Morris, chair of The Belk Foundation board of directors, was the keynote speaker at Johnson C. Smith University’s (JCSU) annual scholarship luncheon on April 15 in Charlotte, NC. After speaking about the importance of investing in education, she announced a $500,000 grant to establish the Belk Retail Management Endowed Scholars Program and also named the first two Belk Scholars—Janay McPherson fashington, D.C. and Andre Collins of Jamaica.

"The mission of The Belk Foundation is to invest in schools and organizations that work aggressively to ensure all students graduate from high school and continue on an intentional path toward college, career and life," stated Morris.
Dr. Ronald Carter, president of JCSU, said that the scholarship "will now help us develop a very vibrant and attractive retail management concentration. Already, faculty in the Business Administration area is thinking through curricular changes that will be very innovative in helping us to develop a first-class program."

The grant will provide annual scholarships for JCSU business majors who show an interest in retail management or marketing. In addition to the scholarships, a partnership with Belk, Inc. will match the Scholars with a Belk employee mentor in Belk’s Black Employee Resource Group (BERG) and include the Scholars in professional development opportunities exclusive to Belk. Scholars will have the opportunity to see the business side of retailing as they shadow executives involved in such activities as supply chain investigation, store internal audit and merchandise planning.

Nicole Dean, vice president of corporate human resources and chief diversity officer at Belk, Inc. and member of JCSU’s Corporate Alliance Partnership Board, said, “This scholarship will provide needed financial support to high-achieving students and will be a wonderful opportunity for our employees to engage with a diverse group of students to provide real-world guidance and experience."

Photo: Katie B. Morris with one of the Belk Scholars, Janay McPherson. Others in the photo are JCSU President Ron Carter, members of the university faculty and board, Nicole Dean and Johanna Anderson, director of The Belk Foundation.

The Belk Foundation Announces New Mission

Earlier this year, The Belk Foundation board of directors adopted the following new mission statement that more clearly defines its focus on education.

The Belk Foundation believes that education is a basis for successful society and that a quality education is the right of all children and youth. Our mission is to invest in schools and organizations that work aggressively to ensure all students graduate from high school and continue on an intentional path toward college, career and life.

What we know today as The Belk Foundation began as The John M. Belk Memorial Fund. It was created by the Belk stores in 1928 following the death of Dr. John M. Belk, brother of William Henry Belk and co-founder of the Belk store organization. Soon after William Henry Belk’s death in 1952, his heirs combined the charitable portion of his estate with the Memorial Fund to establish The Belk Foundation.

Read more about The Belk Foundation and its activities in the August issue of View Magazine.

Eaddy Appointed SVP, Director of Stores for Belk Northern Division

Brian Eaddy was named senior vice president and director of stores for the Belk Northern Division effective July 6. Eaddy joined Belk last June as vice president and regional manager of the Arkansas/Oklahoma Region in the Western Division. He began his retail career as an assistant buyer with Macy’s in Atlanta in 1994 and subsequently held a number of other planning, buying and merchandise management positions with Macy’s before being named divisional vice president and divisional director of planning, center core, for Macy’s in Atlanta in 2008. Eaddy is a graduate of Indiana University with a Bachelor of Science degree in business and marketing.

NEW BERN, N.C.
Bridal Expo and Fashion Show A Big Success in New Bern Store

In May, Belk in New Bern, N.C. #85 participated in the New Bern Mall Bridal Expo and Fashion Show. The bridal elements were coordinated by Wanda Setliff, store manager and Sylvia Rowe, bridal consultant. “This effort gave a significant boost to the store’s bridal registry, credit program and sales,” said Setliff. Setliff and Rowe secured more than 20 credit applications and store sales exceeded plan by 41.7 percent on the day of the event.

Belk’s fashion show portion of the event was headed by Jonathan Paull, ASM, ladies, and his team. “We decided to use a beach wedding theme which played really well with the other companies that participated in the show. This allowed guests to see and consider a wide range of options when

DURHAM, N.C.
Visual Team Presents Fashion Trends at Local Technical College

This spring, Jeffrey Williford, visual manager, and his team, Tory Wright and Frederique King of Hudson Belk in Durham, N.C. #242, participated in the “Administrative Professionals Celebration” at Durham Technical College with a presentation on current fashion trends for the college’s administrative support staff.

“This event was a great way for Belk to be involved with the local college and share fashion information,” said Williford. In addition to Belk’s presentation, each of the 50 attendees received a Belk gift card as a thank you gift from...
Belk Sponsorship Helps Provide Books to Local Children

Store manager Debbie Slicker and associates at Belk in McDonough, Ga., #262, participated in a fundraising event to benefit the Ferst Foundation for Childhood Literacy, a non-profit organization that provides free books to approximately 2,400 children five-years-old and younger in Henry County. The luncheon, which raised $7,000, was supported by local businesses which sponsored tables and decorated each to reflect a book theme. The Belk table decoration was inspired by the children’s book character, Hanny Maney.

The program provides qualified children with their first book which they receive at the hospital on the day after they are born. They continue to receive books by mail each month until their fifth birthday. The Henry County Foundation is one of 70 Community Action Teams in Georgia sponsored by the Madison, Ga.-based Ferst Foundation. “This program has given away more than 50,000 free books since its inception four years ago,” explained Slicker, who has been involved in the organization for several years.

“We support this organization because it helps our children learn to read and grow which will help them become better citizens in our community,” said Slicker. Belk in McDonough is also involved with Partners in Education, participates on the public school board and hosts a grassroots school supply drive during the back-to-school seasons. “Customers bring in school supplies worth a dollar and in return they receive a 20 percent discount off their entire purchase,” she said. “Last year associates delivered school supplies to three schools for children who otherwise would not have had the supplies they needed to start school.”

Photo: From left, Karen Garcia, Dianna Brown, Monica Pearson, WSBTV Channel 2 news anchor and keynote speaker, Connie Wright, Anne Segars, Elicia Speer, Charie Sharpel.

McDONOUGH, GA.

Belk Makes Extra Donations To Three Charity Day Participants

Three lucky organizations that participated in the May 1 Belk Charity Day Sale event were chosen to receive an additional $1,000 donation to their charities as a special “thank you” from Belk. According to Emily Spratt, special events coordinator at Belk, the winners were selected from among all participating non-profit groups whose names were submitted by the stores.

“Belk appreciates every group’s participation in the Charity Day event and chose one charity randomly from each division to receive an extra donation to help pay expenses and support their efforts,” she said.

The winners were:

Northern Division
Golden Retriever Rescue Club of Charlotte
Matthews, N.C.

Southern Division
Teen Challenge of Middle Georgia
Dublin, Ga.

Western Division
Big Brothers Big Sisters
Florence, Ala.

Photo: Tory Wright and Jeffrey Williford.

CHARLOTTE, N.C.

Contributors:
Johanna Anderson, Lisa Edwards, Tolly Harris, Kristin Haas, Scott Laws, Sara Patterson, Becky Pinion, Darlene Starcher, Emily Spratt, Chaitanya Tamane, Darrell Williams Jeffrey Williford and all Belk executives and merchants who provide information for View Online.

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.

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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.
### Customer Service & Sales Achievements

#### Customer Satisfaction Survey – May 2010

#### Overall Satisfaction

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<tr>
<th>Location</th>
<th>MTD</th>
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<tr>
<td>Total Belk</td>
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<tr>
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#### Most Improved vs. Previous Month Overall Satisfaction

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<td>Leesburg, Fla. #497</td>
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<td>65%</td>
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#### Courtesy/Friendliness of Associates

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<tr>
<td>Walterboro, S.C. #374</td>
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<tr>
<td>Sanford, N.C. #8</td>
<td>96%</td>
<td>90%</td>
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*Viewonline July 2010*
## CUSTOMER SERVICE & SALES ACHIEVEMENTS

### AVAILABILITY OF ASSISTANCE

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<td>81%</td>
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<tr>
<td>Wise, Va. #561</td>
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<td>78%</td>
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### SPEED OF CHECKOUT

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<td>94%</td>
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<td>Kerrville, Texas #328</td>
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<tr>
<td>Shreveport, La. #356</td>
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### DIVISION OVERALL SATISFACTION

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<td>Southern</td>
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<td>81%</td>
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<tr>
<td>Western</td>
<td>80%</td>
<td>81%</td>
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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 May.

Northern Division
Roanoke Rapids, N.C. #360
Burlington, N.C. #386
High Point, N.C. #30
Raleigh, N.C. #458
Zebulon, N.C. #529
Washington, N.C. #130
Williamsburg, Va. #321
Salisbury, N.C. #7
Rockingham, N.C. #14
Lancaster, S.C. #56

Southern Division
Canton, Ga. #33
Mt. Pleasant, S.C. #74
Macon, Ga. #398
Hartwell, Ga. #78
Lake City, Fla. #204
Walterboro, S.C. #374
LaGrange, Ga. #106
Land O’ Lakes, Fla. #344
Brunswick, Ga. #514
Norcross, Ga. #270

Western Division
Jackson, Tenn. #588
McKinney, Texas #336
Waxahachie, Texas #341
Cookeville, Tenn. #585
Paragould, Ark. #199
Mt. Juliet, Tenn. #358
Mobile, Ala. #609
Rockwall, Texas #377
Columbia, Tenn. #315
Paris, Texas #320

TOP DEMAND CENTERS

Based on sales percent increase to plan for comparable stores during the month of May.

7080 Ladies Shoes
7092 Men’s Furnishings
7111 Hard Home
7035 Women’s Designer
7081 Men’s and Kids Shoes
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

35 Years
Elizabeth Fryman, Greensboro, N.C. #465
William Harris, Rocky Mount, N.C. #28
Frideriki Katsoudas, Charlotte, N.C. #452

30 Years
Jessie Jones, Vidalia, Ga. #547
Christopher Keyes, Hattiesburg, Miss. #670
Stella Northington, North Augusta, S.C. #299
Barbara Tiller, Sumter, S.C. #503

25 Years
De Alva Auttonberry, Monroe, La. #645
Elesta Berry, Monroe, La. #645
Shirl Bolin, Lumberton, N.C. #120
Rita Bowman, Trussville, Ala. #349
Mary Case, Huntsville, Ala. #569
Connie Davis, Douglas, Ga. #107
Philip Domingues, Monroe, La. #645
Jane Elvins, Centerville, Ga. #582
Norma Esque, Port Orange, Fla. #392
Jane Falk, Jacksonville, Fla. #141
Robin Foley, Eden, N.C. #197
Brenda Garrett, Monroe, La. #645
Martha Goude, Georgetown, S.C. #569
Marjorie Hayes, Lumberton, N.C. #120
Vickie Hines, Winston-Salem, N.C. #17
Judy Hutchison, Statesville, N.C. #11
Derrick Johnson, Charlotte, N.C. #452
Brenda Lane, Charlotte, N.C. #452
Orangie Lee, Monroe, La. #645
Katherine Haskin, Corporate Office, Charlotte, N.C.
Lois Stanley, Martinsville, Va. #544
Teresa Duncan, Hendersonville, N.C. #165

20 Years
William Badger, Asheville, N.C. #568
Peggy Belton, Birmingham, Ala. #603
Martha Bloodworth, Fayetteville, N.C. #476
Mildred Carson, Greenville, N.C. #552
Martha Coffield, Wilmington, N.C. #394
Lola Doughty, Myrtle Beach, S.C. #516
Mary Flach, Natchez, Miss. #877
Samuel Fogarty, Atlanta, Ga. #619
Peggy Gibson, Wise, Va. #561
Lottie Harris, Centerville, Ga. #582
Cathy Holland, Albemarle, N.C. #18
Leslie Imes, Charlotte, N.C. #329
Kimberly Martin, Rocky Mount, N.C. #28
Joanne Moore, Asheville, N.C. #452
Nancy Perry, Elizabeth City, N.C. #108
Karen Salyers, Wise, Va. #561
Stephanie Snyder, Corporate Office, Charlotte, N.C.
Polly Stanley, Wise, Va. #561
Edna Watson, Morristown, Tenn. #282
Cynthia Webster, Tuscaloosa, Ala. #608
Sylvia Williams, Savannah, Ga. #239
Lynn Yessayan, Charlotte, N.C. #329

15 Years
Eleanor Albea, Fayetteville, Ga. #196
Milton Allen, Tupelo, Miss. #671
Erin Blair, Wilmington, N.C. #13
Valeria Bowen, Wise, Va. #561
David Brazau, Winston-Salem, N.C. #17
Patricia Denton, Gastonia, N.C. #6
Teresa Duncan, Hendersonville, N.C. #165
Katherine Haskin, Corporate Office, Charlotte, N.C.
Andrea Kohlis, Atlanta, Ga. #619
James Langston, Hickory, N.C. #26
Alisa McCrory, Franklin, Tenn. #629
Anna Mitchell, Greensboro, N.C. #25
Terence Nimox, Ridgeland, Miss. #676
Annette Oliver, Danville, Va. #24
Kelli Perry, Montgomery, Ala. #613
Glenda Piazza, Corporate Office, Charlotte, N.C.
Trev Polk, Atlanta, Ga. #619
Judith Romans, Huntsville, Ala. #607
Lori Scholl, Lady Lake, Fla. #228
James Toler, Burlington, N.C. #386
Denise Tomley, Corporate Office, Charlotte, N.C.
Martha White, Chattanooga, Tenn. #694
Dale Wilkes, Rome, Ga. #574
Larry Williams, Cartersville, Ga. #39

10 Years
Annie Allen, Asheboro, N.C. #61
Rita Andersen, Corporate Office, Charlotte, N.C.
Jamie Brannan-Duncan, Simpsonville, S.C. #89
Pauline Capps, Smithfield, N.C. #60
Rufus Carroll, Greenwood, S.C. #27
Cheryl Ann Cornel, Waynesville, N.C. #562
Lois Elder, Dalton, Ga. #188
Francis Garner, Walterboro, S.C. #374
Annie Allen, Asheboro, N.C. #61
Rita Andersen, Corporate Office, Charlotte, N.C.
Jamie Brannan-Duncan, Simpsonville, S.C. #89
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