My Viewpoint
by Lynda Stadler, editor

Happy Spring! I love spring time with all its newness and life. In this month’s issue we celebrate the newness of the Belk store in Port Orange, Fla. which opened on March 10. We hear from Albert Brooks, program manager in the corporate training and development department who reports "From the Field" about new store training and his personal view of the Port Orange store teams. Mardi Gras parties! I mean, meetings! Enthusiasm, optimism and positive attitudes abound. A great way to begin a new business. Kudos to Georgia Knowles, store manager, and her team for a fantastic and profitable Grand Opening celebration.

In this issue we also celebrate successes in year-end safety results and credit solicitation. And, of course, check out the flirty, fresh fashions of the season. Arlene Goldstein, fashion director, shares the Spring style statements so you can decide on your favorite look. Don’t have time to shop in your own store? Check out the expanded product lines being offered on Belk.com. Ah, so many ways to shop Belk -- only one Belk charge card. Elite club, here I come!

Peace -

Make Your Own Spring Fashion Statement!

What’s your style this season? Arlene Goldstein, vice president of trend merchandising and fashion direction, offers up the skinny on four distinct style statements for spring in women’s fashion:

Nouveau Coco: Classics you’ll wear forever that have flirty dressmaker touches (ruffles, bows and draping). Chanel-like black and white spectator combinations along with lace, banding, dots and grid-inspired patterns are a perfect complement to these lady-like silhouettes. Step it up with interesting platforms, chain bags and new pearl options.

In the Garden: Rustic or elegant, this style statement is the season’s most important message because flowers and other garden-inspired elements are everywhere. Indulge in frocks covered in floral bouquets, often trimmed in frou-frou details. Say “yes” to a handbag, shoes or necklace with a flower motif that is front and center. Look for fabrics such as poplins, sheers, Swiss dots, chambrays and bleached denim. Hues are blues, and a wide range of corals and pinks.

Walk the Line: Sculptural style meets dramatic simplicity. Look for bold shoulders, geometric shapes and exposed hardware. It’s complemented by eclectic extras like chains, bold necklines, cuffs, new shape handbags, and architectural bells and shoes.

Exotica: Get this look with exotic textiles, safari details, and tribal inspired trims and embellishments. Look for worldly prints such as placed tie dye, fresh plaids and animal patterns. Layering, wrapping and tying are essential. Saturated neutrals and spice tones mixed with bright hues color this trend. In accessories and shoes, look for natural elements including leather, fringe, wood, snake and semi-precious stones.

Belk Celebrates Grand Opening of New Store in Port Orange, Fla.

Belk celebrated the grand opening of its newest store at the Pavilion in Port Orange, Fla. on Wednesday, March 10. The $7.8 million, 75,469-square-foot store is part of Belk’s Southern Division.
Key Facts:

Store Manager: Georgia Knowles
Number of associates: approximately 75

The Port Orange store is Belk’s first "green" store designed for certification under the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™. Energy saving features include a reflective white roof and energy-efficient lighting throughout the store that will enable it to use substantially less energy than the average similarly sized building.

Other "eco-friendly" features include:

- More than 90 percent of the construction waste from the store was recycled.
- Approximately 28 percent of the building materials, including steel, concrete and carpeting, contained recycled content (based on cost of the materials compared to the total value of materials used).
- Water efficient toilets and faucets will reduce water usage more than 40 percent compared to standard fixtures.
- More than 95 percent of the wood used in the project was from certified forest managers who follow environmentally responsible forest management practices.

Photos: Dave Penrod and Georgia Knowles greet customers and present a $5,000 grant from the Belk Foundation to representatives of the local March of Dimes Chapter.

FROM THE FIELD

Let the Good Times Roll in Port Orange
By, Albert Brooks, Program Manager, Training and Development

One thing I’ve realized after being involved in the training of associates at many new Belk stores is that it takes a TEAM of people working together to achieve real success. And, I knew Port Orange was going to be no exception. Solid partnerships with the store, the division and corporate office, combined with effective computer-based, instructor-led and video training courses, are important to delivering training that produces exceptional results.

I began the new store training process about 24 weeks before grand opening. During this time, I worked closely with Brian Westbrook, my counterpart on the web team, who developed the on-line scheduling tool used to schedule and track associate progress and compliance, and Amanda Varnadore, Southern Division training coordinator, who led the training process on-site.

My first interaction with the management team was a three-day meeting in Atlanta. This was also the first time that these managers had met. One of the things I love most about team building and training is being able to help cultivate relationships while teaching something in the process. The true reward is when there is that “light bulb” moment – the point when a person begins to discover key learnings and determines how they can apply them. Management training focused on team development, recruiting, communications, coaching and staff retention.

It was early on a Saturday morning when I readied myself for my trip to Florida to attend the big kick-off meeting in the Port Orange store. My wife, Brandy, was envious that I was leaving without her to go to sunny Florida. I wasn’t quite sure if it was the opportunity to escape the chill, brisk air of Charlotte or that the prospect of caring for our six-year-old daughter and eight-month-old son without me made her long to go!

When I arrived at the store for the kick-off meeting on Sunday, I was greeted by store managers wearing t-shirts with "Let the Good Times Roll in Port Orange" Mardi Gras theme printed across the front. Georgia Knowles, store manager, led the management team in a lively rendition of "When the Saints Go Marching In." As the associates cheered, she welcomed the group and introduced each member of the team. Associates had the opportunity to get to know each other over a bowl of jambalaya, red beans and rice, mini corn muffins and King Cake. I heard associates saying, "I have worked for other retailers and I was never treated like this!" and "I appreciate them taking the time to get to know me." What a way to spread the enthusiasm - I AM SOLD MYSELF mindset!

When you begin by hiring the right people, training and on-going coaching will help to reinforce our culture. During the meeting I was able to participate in a series of 30-minute round robins lead by each member of the management team. Associates were then divided into teams by department to learn about customer service, credit, safety, policies and procedures, private brands and visual standards. Over the next three weeks, associates would complete a number of computer-based, instructor-led and video training courses. Each session was led by a subject matter expert from the division and the corporate office. With their help, we were able to achieve 100 percent training compliance.

Photos: Albert Brooks and Georgia Knowles; associates enjoy the kick-off meeting Mardi Gras style!

CREDIT UPDATE

Associates Recognized for Opening 1,000 or More Credit Applications in FY10

Southern Division
Lake City, S.C. #594
Dublin, Ga. #236
Mt. Pleasant, S.C. #74
Greenwood, S.C. #27
Columbia, S.C. #162
St. Augustine, Fla. #350
Lakeland, Fla. #355
Tifton, Ga. #266
Sebring, Fla. #583
Bainbridge, Fl. #269

Western Division
Paragould, Ark. #199
Maryville, Tenn. #683
Corinth, Miss. #246
Kingsport, Tenn. #682
Jackson, Tenn. #588
Greenville, Miss. #667
Athens, Tenn. #684
Rogers, Ark. #285
Columbia, Tenn. #315
Oxford, Miss. #396

CUSTOMER SATISFACTION SURVEY (CSS)

February 2010 - Complete Report

Top 5 Stores - Overall Satisfaction

<table>
<thead>
<tr>
<th>Store</th>
<th>Month YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>82% 82%</td>
</tr>
<tr>
<td>#269 Bainbridge, Ga.</td>
<td>97% 97%</td>
</tr>
<tr>
<td>#544 Martinsville, Va.</td>
<td>95% 95%</td>
</tr>
<tr>
<td>#615 Dothan, Ala.</td>
<td>95% 95%</td>
</tr>
<tr>
<td>#184 Snellville, Ga.</td>
<td>95% 95%</td>
</tr>
<tr>
<td>#620 Kennesaw, Ga.</td>
<td>94% 94%</td>
</tr>
</tbody>
</table>

Division Overall Satisfaction

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

UPCOMING SPECIAL EVENTS

GO GREEN - Earth Day is April 22!
Girls Night Out
Thursday, April 8
All Better Initiative Stores

Jones New York "How to Wear It" Event with Lloyd Boston
Saturday, April 17
Charlotte, N.C. #452 SouthPark

Donald J Pliner Personal Appearance
Thursday, April 29
Birmingham, Ala. #604, The Summit

Charity Day Sale
Saturday, May 1
All Stores

SERVICE ANNIVERSARIES

April 2010
Congratulations to the following associates who opened 1,000 or more Belk credit card accounts during FY10 (listed by division and number of accounts opened):

**Northern Division**
Delores Bowman, Asheboro, N.C. #61, 1,327
Samina Zafar, Cary, N.C. #489, 1,185

**Western Division**
Gladys Fisher Thompson, Ridgeland, Miss. #676, 2,735
Candice Loggains, Paragould, Ark. #199, 1,754
Sherry Malone, Tupelo, Miss. #671, 1,334
Billie Reeves, Ridgeland, Miss. #676, 1,334
Kaye Cooper, Guntersville, #348, 1,195

Photos: Delores Bowman and Samina Zafar

"Chairman's Club" Credit Incentive Program In Place for FY11
Belk Credit Services has developed the Belk Rewards Card Chairman's Club which awards recognition and spiff money to ASMs and associates for strong credit performances. Associates who achieve 1:10 or better each quarter will receive special recognition from their Division chairs and director of stores. ASMs whose teams perform at 1:12 or better and achieve a 75 percent participation rate will also be recognized by the division, in company publications and can earn up to $200 per quarter for strong team results. See your manager for more details on how you can become a member.

Southern Division Awarded Credit Trophy for Second Year
The Southern Division was awarded the Belk Credit Chairman's Cup trophy for the second consecutive year. The cup is awarded to the Belk division with the best credit performance. "This is the beginning of a dynasty," stated James Ward, vice president of credit, as he presented the cup to Dave Penrod, chair, Eric Bass, senior vice president and director of stores and Bill Raetz, vice president and regional manager of the South Florida Region and Division Credit Champion at a first quarter division meeting in Atlanta.

Photo: from left, Bill Raetz, Dave Penrod, James Ward and Eric Bass.

**BELK.COM**
Belk Web Site Offers New Merchandise This Spring
Belk.com will expand offerings this spring to include the following new items:

- **Ladies apparel:** Swimwear, Alfred Dunner, Ruby Road, Choices, Jan Ashley and Red Camel Intimates
- **Men's apparel:** Lauren by Ralph Lauren dress shirts, Nautica underwear, Dockers pants and shorts, J. America, and New World in young men's apparel
- **Kids apparel:** Oshkosh, Red Camel girls and swimwear
- **Beauty:** Biltmore Apothecary
- **Ladies shoes:** Unlisted, Rocket Dog, Crocs and Andrew Gell
- **Kid's shoes:** LA Gear, Mia and Yellow Box
- **Handbags & accessories:** Kim Rogers and New Directions jewelry, D'Margeaux handbags, Mundi handbags, sunglasses and Gold Toe hosiery
- **Home:** Coastal bedding, kitchen towels, decorator pillows, Ralph Lauren table linens, cutting boards, Wilton Bakeware and Isotonic mattress pads

DID YOU KNOW?
Shop at Belk.com and receive your associate discount. Associates must register online, enter associate information and use a Belk charge card to receive associate discounts on Belk.com purchases.
Associate Goes the Extra Mile for Elderly Customer

When Michelle Snodgrass, administrative assistant at the Belk Western Division office recently took a call from Belk customer, Gwendolyn Adams, she wasn’t expecting to hear such a litany of praise about Belk associate Carter Hancock of Belk in Knoxville, Tenn. #685, West Town Center.

“Mrs. Adams told me she had taken a bus to the mall after a doctor’s appointment but could not handle the walk home with all her purchases,” explained Snodgrass. When Adams returned to the Belk store she tried to call friends to pick her up but was unsuccessful. “She was sitting on a bench feeling distraught when she said that Carter came up to her to ask if he could help. When she explained the situation he immediately reassured her that the store would take care of her,” Hancock then arranged for a taxi, paid the bill and sent her on her way.

Jan Clevenger, chair of the Western division, spoke with Mrs. Adams who is a long time Belk customer. “She was so appreciative that she just had to call and report what Mr. Hancock had done for her,” said Clevenger. “She reinforced that little acts of kindness often go unnoticed and she wanted everyone at Belk to know what Carter Hancock did for her.”

“Customer service is about building relationships with people,” added Mike Jones, store manager. “Carter provides a great example of this. He has this positive attitude and friendliness towards all customers.”

UNC Basketball Greats Entertain Durham Customers

Two University of North Carolina (UNC) at Chapel Hill sports legends made appearances at Belk in Durham, N.C. #242, helping to strengthen the store’s healthy young men’s active business and attracting many young target customers, according to Louis Berger, store manager.

Woody Durham has been the “Voice of the Tar Heels” for 39 years serving as play-by-play radio announcer for the Tar Heel Sports Properties. Eric Montross played at Carolina from 1990-94 and was the starting center for the 1993 National Championship team.

“Our store is located close to three major universities – UNC, Duke and NC State – so the collegiate market is important to us,” said Berger. “Everyone really enjoyed the interaction with these men and they gave a great performance together, signing autographs answering questions and even passing the Championship ring around for people to see.”

The Durham store serves as the prototype store for Belk’s Northern Division and includes a significant collegiate shop highlighting sports apparel and other active wear. Fiscal year 2010 results for the total young men’s business increased 24 percent over plan with $329,581 in sales. Out of that total, the men’s active business achieved $131,086 in sales against a plan of $73,812, a 77.6 percent increase.

Belkie Bear Begins Holiday Travel Tradition

Tom Fulmer of Charleston, S.C. writes:

“The 2009 Belkie Bear traveled all the way to my granddaughter’s house in Lake Charles, Louisiana. This was Belkie Bear’s first Christmas with Anna Kate Fontenot, born on October 8, 2009! I have seen Belkie change over the years. My father, M. Leon Fulmer, worked for Belk Inc. for 47 years and I also worked for Belk as a menswear divisional buyer for 12 years in the Charleston area.

Thank you for your consideration, knowing that Belkie will continue an annual tradition each Christmas as he travels to see Anna Kate grow up.”

LETTER TO THE EDITOR
Belkie Bear Begins Holiday Travel Tradition

Contributors:
Louis Berger, Albert Brooks, Jan Clevenger, Dianna Dix, Pam Fernandez, Barbara Garman, Arlene Goldstein, Tolley Harris, Mike Jones, Scott Laws, Jason Market, Megan McWaters, Sara Patterson, Becky Pinion, Darlene Starcher, Darrell Williams and all Belk executives and merchants who provide information for View Online.
SERVICE ANNIVERSARIES * APRIL 2010
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

35 YEARS
Geraldine Peatross, Eden, N.C. #197

25 YEARS
Lana Daniels, Ahoskie, N.C. #589
Mike Franke, Jacksonville, Fla. #141
Bennie Nobles, Blythewood, S.C. #737
Jon Pollack, Corporate Office, Charlotte, N.C.
Philip Sherrouse, Leesburg, Fla. #497
Susan Thompson, Durham, N.C. #242
Geraldene Tims, Corporate Office, Charlotte, N.C.
Bernice Turner, Natchez, Miss. #677
Stephen White, Corporate Office, Charlotte, N.C.
Vicki Zachary, Hickory, N.C. #26

20 YEARS
Rosalind Asberry-Mullins, Trussville, Ala. #349
Mary Beaver, Gastonia, N.C. #6
Maria Boney, Columbia, S.C. #182
Linda Carpenter, Huntsville, Ala. #607
Julia Mobley, Columbia, S.C. #178
Doreen Svendsgaard, Fredericksburg, Va. #347
Genell Tibbetts, Meridian, Miss. #668
Barbara Toro, Pensacola, Fla. #626

15 YEARS
Ella Black, Charlotte, N.C. #452
Barry Collins, Corporate Office, Charlotte, N.C.
David Cox, Raleigh, N.C. #458
Connie Jones, Hattiesburg, Miss. #670
Khalida Karim, Chattanooga, Tenn. #691
Donald Lomax, Charlotte, N.C. #452
Marsha Martinez, Pineville, N.C. #553
Gina Moore, Myrtle Beach, S.C. #244
Pam Quarles, Lynchburg, Va. #322
Marjorie Russell, Florence, S.C. #84
Norma Shoemaker, Staunton, Va. #531
Shirley Steiner, Charlotte, N.C. #452
Amy Suggs, Cary, N.C. #489
Jane Talbert, Ridgeland, Miss. #676
Soona Wambles, Dothan, Ala. #615
ASSOCIATES HONORED FOR YEARS OF LOYAL SERVICE

10 YEARS
Rita Anderson, Myrtle Beach, S.C. #516
April Angel, Mt. Airy, N.C. #42
Michelle Anthony, Gaffney, S.C. #72
William Batte, Lake City, Fla. #204
Carol Bentley, Concord, N.C. #10
Linda Blazek, Thomasville, Ga. #274
Willie Bradley, Sumter, S.C. #503
Connie Cochran, Cedar Bluff, Va. #506
Brenda Cox, Athens, Ga. #54
Sandy Estes, Alabaster, Ala. #339
Amelia Farmer, Rocky Mount, N.C. #28
Faith Ferro, Jacksonville, Fla. #141
Olivia Fitzgerald, Raleigh, N.C. #458
Linda Garska, Asheboro, N.C. #61
Donna Genussa, Haines City, Fla. #391
Sherry Glover, Pensacola, Fla. #657
Debra Goldstein, Boone, N.C. #115
Tabitha Hurley, Douglasville, Ga. #623
Jordan Lechmanski, Charlottesville, Va. #491
Anita Lowery, Spartanburg, S.C. #482
Karen Martin, Milledgeville, Ga. #302
Anne McKinley, Huntsville, Ala. #607
Anna Medley, South Boston, Va. #48
Angela Moses, Corporate Office, Charlotte, N.C.
Carmen Perez, Lakeland, Fla. #355
Sadie Purdie, Raleigh, N.C. #458
Maria Rodriguez, Fayetteville, Ga. #196
Carla Saulters, Charleston, S.C. #202
Beverly Sawyer, Rock Hill, S.C. #581
Michelle Shackelford, Morgantown, W.Va. #697
Cherrie Terry, Decatur, Ala. #611
Tina Thomas, LaGrange, Ga. #106
Gerald Vantell, Raleigh, N.C. #458
Customer Satisfaction Survey – February 2010

**OVERALL SATISFACTION**

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Store Name</th>
<th>MONTH</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td></td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>#269</td>
<td>Bainbridge, Ga.</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>#544</td>
<td>Martinsville, Va.</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>#615</td>
<td>Dothan, Ala.</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>#184</td>
<td>Snellville, Ga.</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>#620</td>
<td>Kennesaw, Ga.</td>
<td>94%</td>
<td>94%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Store Name</th>
<th>MONTH</th>
<th>LAST MONTH</th>
<th>OVERALL INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td></td>
<td>82%</td>
<td>83%</td>
<td>-1%</td>
</tr>
<tr>
<td>#122</td>
<td>Forest City, N.C.</td>
<td>88%</td>
<td>66%</td>
<td>22%</td>
</tr>
<tr>
<td>#61</td>
<td>Asheboro, N.C.</td>
<td>92%</td>
<td>70%</td>
<td>22%</td>
</tr>
<tr>
<td>#615</td>
<td>Dothan, Ala.</td>
<td>95%</td>
<td>74%</td>
<td>21%</td>
</tr>
<tr>
<td>#270</td>
<td>Norcross, Ga.</td>
<td>90%</td>
<td>70%</td>
<td>20%</td>
</tr>
<tr>
<td>#564</td>
<td>Elkin, N.C.</td>
<td>92%</td>
<td>73%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**AVAILABILITY OF ASSISTANCE**

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Store Name</th>
<th>MONTH</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td></td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>#263</td>
<td>Shallotte, N.C.</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>#400</td>
<td>Prattville, Ala.</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>#87</td>
<td>Gainesville, Ga.</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>#401</td>
<td>Winder, Ga.</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>#573</td>
<td>St. Marys, Ga.</td>
<td>87%</td>
<td>87%</td>
</tr>
</tbody>
</table>
# CUSTOMER SERVICE & SALES ACHIEVEMENTS

## COURTESY/FRIENDLINESS OF ASSOCIATES

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>#613 Montgomery, Ala.</td>
<td>98%</td>
<td>98%</td>
</tr>
<tr>
<td>#569 Georgetown, S.C.</td>
<td>98%</td>
<td>98%</td>
</tr>
<tr>
<td>#388 Cape Coral, Fla.</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>#517 Roanoke, Va.</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td>#263 Shallotte, N.C.</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td>#336 McKinney, Texas</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td>#311 Gallatin, Tenn.</td>
<td>96%</td>
<td>96%</td>
</tr>
</tbody>
</table>

## SPEED OF CHECKOUT

<table>
<thead>
<tr>
<th>Store Code</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Belk</td>
<td>76%</td>
<td>76%</td>
</tr>
<tr>
<td>#141 Jacksonville, Fla.</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>#400 Prattville, Ala.</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>#379 Flower Mound, Texas</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>#87 Gainesville, Ga.</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>#388 Cape Coral, Fla.</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>#544 Martinsville, Va.</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>#522 Cordele, Ga.</td>
<td>90%</td>
<td>90%</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>82%</td>
<td>82%</td>
</tr>
<tr>
<td>Northern</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>Southern</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Western</td>
<td>81%</td>
<td>81%</td>
</tr>
</tbody>
</table>
CUSTOMER SERVICE & SALES ACHIEVEMENTS

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 February.

<table>
<thead>
<tr>
<th>Northern Division</th>
<th>Southern Division</th>
<th>Western Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockingham, N.C. #14</td>
<td>Lake City, Fla. #204</td>
<td>Paragould, Ark. #199</td>
</tr>
<tr>
<td>Washington, N.C. #130</td>
<td>Dublin, Ga. #238</td>
<td>Maryville, Tenn. #683</td>
</tr>
<tr>
<td>Elizabethtown, Ky. #664</td>
<td>Mt. Pleasant, S.C. #74</td>
<td>Corinth, Miss. #246</td>
</tr>
<tr>
<td>Mooresville, N.C. #580</td>
<td>Greenwood, S.C. #27</td>
<td>Kingsport, Tenn. #682</td>
</tr>
<tr>
<td>Siler City, N.C. #154</td>
<td>Columbia, S.C. #162</td>
<td>Jackson, Tenn. #588</td>
</tr>
<tr>
<td>Franklin, Va. #537</td>
<td>St. Augustine, Fla. #350</td>
<td>Greenville, Miss. #667</td>
</tr>
<tr>
<td>Burlington, N.C. #386</td>
<td>Lakeland, Fla. #355</td>
<td>Athens, Tenn. #684</td>
</tr>
<tr>
<td>Waynesville, #562</td>
<td>Tifton, Ga. #266</td>
<td>Rogers, Ark. #285</td>
</tr>
<tr>
<td>High Point, N.C. #30</td>
<td>Sebring, Fla. #583</td>
<td>Columbia, Tenn. #315</td>
</tr>
<tr>
<td>Shelby, N.C. #80</td>
<td>Bainbridge, Fla. #269</td>
<td>Oxford, Miss. #396</td>
</tr>
</tbody>
</table>

TOP DEMAND CENTERS

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

- 7089 Men’s Moderate Sportswear
- 7081 Men’s and Kids Shoes
- 7090 Men’s Better Sportswear
- 7111 Hard Home
- 7015 Swim