

SHOES

take an extra

25% OFF

ENTIRE STOCK* REGULAR & SALE WOMEN'S & MEN'S DESIGNER DRESS & CASUAL SHOES AND SANDALS from Donald J. Pliner, Michael Kors, COACH, Kate Spade, Vince Camuto, Calvin Klein, Sam Edelman & more

TOTAL SAVINGS UP TO 50%

*Excludes Uggs

take an extra

25% OFF

ENTIRE STOCK* REGULAR & SALE WOMEN'S, MEN'S & KIDS' DRESS & CASUAL SHOES AND SANDALS from Jessica Simpson, Steve Madden, Lucky, Nine West, Ralph Lauren, Tommy Hilfiger, Sperry, G by Guess and more

TOTAL SAVINGS UP TO 50%

*Excludes Uggs

BELK & CO.

50-60% OFF

ENTIRE STOCK* REGULAR & SALE PRICED FINE JEWELRY, including diamonds, pearls, gold and gemstones 20% OFF ROBERTO COIN & ANGELICA, 65% OFF CLEARANCE

*Excludes fine jewelry watches

30% OFF

ENTIRE STOCK* FINE JEWELRY WATCHES from Citizen, Seiko, Bulova, & ESQ

*Excludes clearance

KIDS'

take an extra

25% OFF

ENTIRE STOCK* REGULAR & SALE NEWBORN/INFANT, BOYS' 2-20 & GIRLS' 2-16 APPAREL from J. Khaki®, Red Camel®, Nursery Rhyme®, Carter's®, OshKosh®, Chaps, Rare Editions, Speechless, Bonnie Jean, Lee® and more

TOTAL SAVINGS UP TO 50%

*Excludes Under Armour®, Melissa & Doug, Mattel & Graco

MEN'S

take an extra

20% OFF

ENTIRE STOCK REGULAR & SALE MEN'S DESIGNER SPORTSWEAR from Nautica, Calvin Klein, Tommy Bahama & more

TOTAL SAVINGS UP TO 50%

take an extra

20% OFF

ENTIRE STOCK* REGULAR & SALE MEN'S AND BIG & TALL SPORTSWEAR from Chaps, Columbia, Nike, IZOD, Saddlebred®, Ocean & Coast, MADE Cam Newton & more

TOTAL SAVINGS UP TO 60%

*Excludes Under Armour®

take an extra

25% OFF

ENTIRE STOCK REGULAR & SALE MEN'S AND BIG & TALL TAILORED CLOTHING AND FURNISHINGS from Austin Reed, Lauren by Ralph Lauren, Tommy Hilfiger, Nautica, Calvin Klein, Jockey®, Gold Toe® & more

TOTAL SAVINGS UP TO 65%

take an extra

20% OFF

ENTIRE STOCK MEN'S AND BIG & TALL PANTS, SHORTS AND JEANS from Haggar®, Savane®, Lee®, IZOD and more.

TOTAL SAVINGS UP TO 60%

INTIMATES

take an extra

25% OFF

ENTIRE STOCK REGULAR & SALE BRAS & PANTIES from Assets, Calvin Klein, DKNY, Bali®, Playtex®, Maidenform®, Barely There®, Lauren, ND® Intimates, Kim Rogers® Intimates & more

TOTAL SAVINGS UP TO 45%

take an extra

25% OFF

ENTIRE STOCK REGULAR & SALE SLEEPWEAR & ROBES from Lauren, Eileen West, Jones New York, Nautica, HUE®, Ellen Tracy, ND® Intimates, Kim Rogers Intimates & more

TOTAL SAVINGS UP TO 65%

HOME

take an extra

20% OFF

ENTIRE STOCK REGULAR & SALE HOME DESIGNER BRANDS Lauren Ralph Lauren, Trina Turk, Waterford®, Biltmore®, Nautica, Tommy Bahama, Kate Spade and more

take an extra

20% OFF

ENTIRE STOCK* REGULAR & SALE FAVORITES FOR YOUR HOME including fashion bedding, sheets, pillows, mattress pads, bath, cookware, china, crystal, silver, housewares, luggage, frames and home décor

*Excludes Under Armour®

take an extra

15% OFF

ENTIRE STOCK* REGULAR & SALE KITCHEN ELECTRICS & ELECTRONICS from KitchenAid®, Cuisinart®, Keurig® & more

*Excludes Vitamix®, Breville & Monster Headphones

JUNIORS'

take an extra

20% OFF

ENTIRE STOCK* REGULAR & SALE JUNIORS' SPORTSWEAR AND DRESSES from Red Camel®, Jolt, Secret Charm, Living Doll, Celebrity Pink, Byer, Eyeshadow and more

TOTAL SAVINGS UP TO 45%

*Excludes Levi's®

BEAUTY

ESTÉE LAUDER

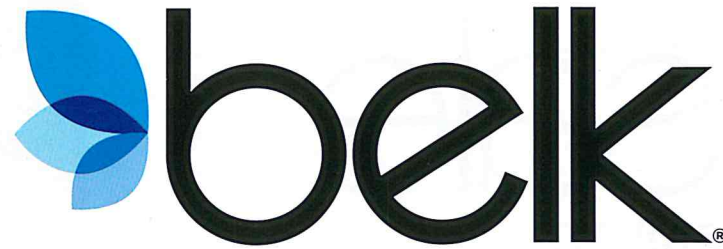
Receive a FREE 7 ml sample of Enlighten Dark Spot Correcting Night Serum with your consultation. One per customer, while supplies last.

LANCÔME

10-pc. collection, 44.50 with any Lancôme purchase. A 108.00-113.00 value. Choose your look: 5 beauty favorites, mirror, 3 mini cosmetics bags & train case.

One per customer, while supplies last.

BELK.COM



MODERN. SOUTHERN. STYLE.

charity sale

PRIVATE TICKETED EVENT*

4 hours only!

Saturday, May 2 • 6-10am

Giving you the fashion you want,
while supporting local charities and schools.

\$5 off
your first purchase**

Saturday, May 2, 6-10am when you present your Charity Sale ticket to your sales associate. No cash back. Ticket needed to shop 6-10am. **VERY LIMITED EXCLUSIONS**
See back for details

15-70% off
RARELY DISCOUNTED BRANDS

Not valid by phone or on Belk.com. Excludes Everyday Values. See inside & back for details

Offers Exclude Everyday Values Storewide

\$5 Tickets on sale at the door. Must purchase ticket to shop special sale hours. \$5 Discount on your first regular, sale or clearance purchase, including Cosmetics & Fragrances. Excludes Brighton, Breville, Ugg, Under Armour, Vitamix and Salon Services. Not valid on phone orders or on belk.com. No cash back. Contact your store for a list of charities. All ticket proceeds benefit your favorite participating local charities. All unclaimed money from the sale of Charity Sale tickets will be donated to a charity of Belk's choice after 90 days. Limit one \$5 discount per customer. *100 Belk gift cards per store valued anywhere from \$5 to \$1000 will be given away. One lucky person per Belk Division (for a total of 3 winners) will walk away with a gift card worth \$1000. No purchase necessary. One per adult customer, while supplies last. Not valid by phone or on Belk.com. See a sales associate for details. *RED DOT: Limited exclusions in Brighton, Eileen Fisher, Lilly Pulitzer, My Flat in London, Resort, Bridge Collection, Levi's, Coach, designer and Michael Kors handbags, designer sunglasses and junior denim. Juniors total savings are 70-80% off. Fashion Accessories, Handbags, Small Leather Goods, and more. See back for details.



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FREE gift card

to the first 100 customers
at each store Saturday!***

100 Belk gift cards per store valued anywhere from \$5 to \$1000 will be given away. One lucky person per Belk Division (for a total of 3 winners) will walk away

EARN DOUBLE POINTS*

WITH YOUR BELK REWARDS OR PREMIER REWARDS CARD

EARN TRIPLE POINTS*

WITH YOUR BELK ELITE REWARDS CARD

*Valid on merchandise purchases storewide & on belk.com April 30-May 2, 2015. Subject to credit approval and excludes all

charity sale

PRIVATE TICKETED EVENT

4 Hours Only!

Saturday, May 2 • 6-10am

SUPPORTING OUR SOUTHERN COMMUNITIES

YOUR \$5 CHARITY SALE
TICKET SUPPORTS
LOCAL ORGANIZATIONS
AND SCHOOLS.
THIS MEANS YOU CAN
MAKE A DIFFERENCE,
JUST BY DOING WHAT
YOU LOVE.

LAST YEAR, WITH YOUR HELP, WE
RAISED MORE THAN \$11 MILLION.
SHOP. SAVE. SUPPORT WITH BELK.

BELK BELIEVES IN GIVING BACK
TO THE COMMUNITIES WE SERVE.

- EDUCATION • WOMEN'S HEALTH
- COMMUNITY

belk.com/community

EARN 5XPOINTS*

ON COSMETICS &
FRAGRANCE PURCHASES

6-10AM Saturday, May 2 with your Belk Rewards Card

THAT'S \$10 BELK REWARDS DOLLARS
FOR EVERY \$80* YOU SPEND!

*In store only. Subject to credit approval. Excludes all
gift cards, non-merchandise & leased departments



red ^{save} 75% & more
CLEARANCE
WHEN YOU TAKE
AN EXTRA 50% OFF
THE CURRENT TICKET PRICE*

*See back for clearance details

15-70% OFF RARELY DISCOUNTED BRANDS!

Lauren Ralph Lauren, Kate Spade, MICHAEL Michael Kors, Brahmin, Kenneth Cole, COACH, Jessica Simpson, Tahari, Lucky Brand, Sam Edelman, Citizen, Vince Camuto, Steve Madden, Seiko, Anne Klein, BCBGeneration, Calvin Klein, Nine West, Vintage America Blues, Armani Exchange, Chaps, G by Guess, Nautica, Columbia, Sperry, Bulova, IZOD, DKNY, Miss Me & more

WOMEN'S

take an extra

20% OFF

ENTIRE STOCK* REGULAR &
SALE BETTER SPORTSWEAR for misses,
petites & today's woman from Crown &
Ivy™, Chip & Pepper® California, CYNTHIA
Cynthia Rowley, MICHAEL KORS, Calvin
Klein, Vince Camuto, Karen Kane, Sophie
Max, Lauren Ralph Lauren, Jones New
York, Lucky Brand, Jessica Simpson,
Calvin Klein Jeans, Vintage America
Blues & more

TOTAL SAVINGS UP TO 55%

*Excludes Lilly Pulitzer new arrivals

take an extra

20% OFF

ENTIRE STOCK REGULAR &
SALE BRIDGE & CONTEMPORARY
SPORTSWEAR

TOTAL SAVINGS UP TO 55%

Includes resort, bridge, Polo
and Eileen Fisher clearance

take an extra

20% OFF

ENTIRE STOCK REGULAR &
SALE WOMEN'S SUIT SEPARATES in
misses, petites and today's woman from
Kasper, Calvin Klein, Tahari & Nine West

TOTAL SAVINGS UP TO 55%

take an extra

25% OFF

ENTIRE STOCK* REGULAR & SALE
DRESSES from London Times, J Howard,
AGB, Luxology, Chris McLaughlin, & more

TOTAL SAVINGS UP TO 45%

*Excludes Everyday Value dresses & shrugs

take an extra

25% OFF

ENTIRE STOCK REGULAR
& SALE KIM ROGERS® KNIT TOPS
for misses and petites

TOTAL SAVINGS UP TO 60%

take an extra

25% OFF

ENTIRE STOCK* REGULAR &
SALE BETTER, SOCIAL OCCASION AND
CONTEMPORARY DRESSES from Tahari
ASL, Calvin Klein, Jessica Simpson and
Lauren by Ralph Lauren Dresses

TOTAL SAVINGS UP TO 45%

*Excludes shrugs

take an extra

25% OFF

ENTIRE STOCK* REGULAR
& SALE DENIM AND WOVENS
for misses and petites from Lee®,
Bandolino, Gloria Vanderbilt and
Kim Rogers®

TOTAL SAVINGS UP TO 50%

*Excludes Levi's®

take an extra

25% OFF

ENTIRE STOCK
REGULAR & SALE
CAREER SPORTSWEAR
in misses, petites & today's woman
from Alfred Dunner, Kim Rogers®, Ruby
Rd., Chaps and ND New Directions®

TOTAL SAVINGS UP TO 50%

20% OFF

ENTIRE STOCK REGULAR &
SALE WOMEN'S SWIMWEAR

take an extra

20% OFF

ENTIRE STOCK
WOMEN'S ACTIVEWEAR
from Be Inspired™, Nike & Columbia

*Excludes Under Armour

ACCESSORIES

take an extra

25% OFF

ENTIRE STOCK* REGULAR &
SALE DESIGNER HANDBAGS from
COACH, MICHAEL Michael Kors,
Brahmin, Dooney & Bourke, Kate
Spade, Hobo, Ralph Lauren, Frye,
Mary Frances, Fossil®, Calvin Klein,
Steve Madden, Jessica Simpson,
Lucky & more

TOTAL SAVINGS UP TO 55%

*Excludes Brighton & My Flat in London

take an extra

25% OFF

ENTIRE STOCK* REGULAR
& SALE FASHION HANDBAGS,
MINIBAGS, WALLET, HOSIERY,
ACCESSORIES, SUNGLASSES &
SLIPPERS from Nine West, The Sak,
Fossil®, Anne Klein, London Fog,
Red Camel®, HUE®, Hanes®,
SPANX®, Assets, Dearfoams
& ND New Directions®

TOTAL SAVINGS UP TO 45%

*Excludes Under Armour®

take an extra

50% OFF

DESIGNER RED-LINED
CLEARANCE HANDBAGS
Excludes COACH

25% OFF

ENTIRE STOCK
REGULAR & SALE DESIGNER &
FASHION WATCHES from Michael
Kors, Fossil®, G-Shock, Anne Klein,
COACH, Skagen, Armani A/X, Kate
Spade, Vince Camuto, Diesel, Hugo
Boss, Legion & Kim Rogers®

TOTAL SAVINGS UP TO 40%

take an extra

25% OFF

ENTIRE STOCK REGULAR
& SALE JEWELRY from ND New
Directions®, Kim Rogers®, Erica
Lyons, Napier, Ruby Rd., Jules B,
Red Camel®, Nine West,
Nine West Vintage America
& Silver Forest

TOTAL SAVINGS UP TO 55%

25% OFF

ENTIRE STOCK REGULAR &
SALE DESIGNER JEWELRY from
Anne Klein, Givenchy, Kenneth
Cole, Lucky, Nadri, Carolee, Lauren,
Vince Camuto, BCBGeneration,
Kate Spade, Michael Kors, Betsey
Johnson, Jessica Simpson, Steve
Madden, Trina Turk, Towne and
Reese & Lonna and Lilly

TOTAL SAVINGS UP TO 50%

70% OFF

ENTIRE STOCK JEWELRY
FROM BELK SILVERWORKS®
including Originality Beads &
Charming Locketts

FREE*

BRIGHTON EARRINGS OF YOUR
CHOICE WITH ANY BRIGHTON
NECKLACE AND BRACELET
PURCHASE

*Free item must be of equal or lesser value