

FOR IMMEDIATE RELEASE

Thanksgiving Day Parade Renamed Belk Carolinas' Carrousel Parade
Charlotte's Hometown Department Store Continues Its Support as Title Sponsor

CHARLOTTE, NC – April 28, 2010 – Charlotte-based retailer Belk has signed on as the title sponsor of the newly renamed Belk Carolinas' Carrousel Parade, the fourth largest Thanksgiving parade in the United States, according to an announcement today by Carolinas' Carrousel, Inc. Belk is a long-time supporter of the parade and has been its presenting sponsor for the past three years.

Linda Healy Vespa, executive director of Carolinas' Carrousel, Inc., the non-profit organization that produces the parade, said, "Parade organizers changed the name of the parade to Carolinas' Thanksgiving Day Parade at its 60th anniversary in 2007. However, long-time parade enthusiasts have continued to refer to the event as the Carrousel Parade. Belk's interest in becoming our title sponsor prompted us to re-think the name of the parade and we have decided to go back to the familiar Carrousel name in our new branding efforts.

"I look forward to working closely with Belk and our other generous sponsors to make our parade even bigger and better."

Kathy Bufano, Belk, Inc. president of merchandising and marketing, said, "Belk is proud to continue its long association with and support of the Carolinas' Carrousel organization and the annual Thanksgiving Day parade. The late John M. Belk, former Charlotte mayor and our former chairman and CEO, was one of the parade's founders in 1947, and since then the parade has become a wonderful family tradition and an exciting way to usher in the holiday season for thousands of people across the greater Charlotte region. Belk is delighted to help keep the great Carolinas' Carrousel legacy going strong by serving as the parade's title sponsor this year."

"We are proud and honored that Belk is lending its name to this event," said Jon B. Hannan, Charlotte Fire Department chief and president of the board of Carolinas' Carrousel, Inc. "As a native Charlottean I grew up watching and marching in the parade. It's a time-honored holiday tradition that has grown in scope and size since it began in 1947. Belk's enthusiastic support reflects the parade's importance to the region and ensures its vitality for years to come."

The parade also receives vital support from other sponsors, including its longest-serving supporter Autobell Car Wash, the Charlotte Convention and Visitors Bureau, Fifth Third Bank and CPI Security Systems.

For information on becoming a sponsor or participating in the 2010 Belk Carolinas' Carrousel Parade, contact Carolinas' Carrousel, Inc. at 704-525-0250 or info@carrouselparade.org.

Charlotte, N.C.-based Belk, Inc. is the nation's largest privately owned mainline department store company. It operates 306 Belk stores in 16 Southern states, including three local stores at SouthPark Mall, Northlake Mall and Carolina Place Mall. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership. Its Belk.com Web site (www.belk.com) offers a wide assortment of 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.

The Belk Carolinas' Carrousel Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become much more. The Parade and its ancillary activities, such as the Carrousel Scholarship program, are produced by Carolinas' Carrousel, Inc., an independent, volunteer, non-profit, charitable organization. Carolinas' Carrousel is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the holiday season. In addition, it promotes excellence through awards to area high school students and marching bands. Carolinas' Carrousel, Inc. also exists to offer business, industry, and the local citizenry the opportunity of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

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