



News Release

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Belk Launches Cam Newton Apparel Collection

Exclusive Line of Men's Apparel Now Available at select stores and on belk.com

CHARLOTTE, N.C., April 8, 2013 – Charlotte-based Belk, Inc., the nation's largest family owned and operated department store, is proud to announce that the exclusive menswear collection from NFL quarterback Cam Newton is now available in 133 Belk stores and on belk.com. This exclusive collection, MADE Cam Newton, offers fashion-forward, versatile, professional and sportswear apparel options for men.

"From a very early age, my family instilled in me the value of personal appearance. First impressions are a one-shot deal," says Newton. "One of the key messages of this new collection with Belk is that the way one dresses really does matter." The design ethos of the MADE Cam Newton collection is accessibility and the ability to mix and match – finding one sharp blazer or an expertly tailored shirt that can be integrated into a man's existing closet, improving the overall quality of his wardrobe in a noticeable way.

"Professional athletes continue to be fashion icons and shape international trends, and Belk is excited to bring this fashion-forward collection to our customers," said Kathryn Bufano, president and merchandising officer for Belk. "Cam Newton is a modern, Southern man with a great sense of style. He is a perfect partner for Belk because he demonstrates strong integrity and a commitment to community."

"As a man born and raised in the south, Belk has always been a benchmark for quality apparel and a destination for clothing that is both functional and stylish. Developing a collection for Belk was a natural fit from the beginning, and we designed the MADE Cam Newton collection with an authentic approach, says Newton. "I understand the customer because I am a Belk customer – I think that authenticity is going to be paramount to this collection's success."

Both men's sportswear and suiting are part of the collection. Complete suits are \$500, while suit separates range from \$80-\$240 and ties are \$50. The sportswear collection will offer tees between \$28-32, polos between \$40-45, and long sleeve woven shirts between \$60-65. Shorts begin at \$50 and pants are \$60. Jackets are also available for \$120.

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“MADE Cam Newton is a cornerstone of Belk’s private brands strategy,” said John Thomas, Belk executive vice president, private brands. “We are looking forward to its success and to continuing our relationship with one of sport’s emerging style icons.”

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation’s largest family owned and operated department store company with 301 Belk stores located in 16 Southern states. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. Each year, Belk gives a portion of its pretax income back to the communities it serves. In fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk.com offers a wide assortment of national brands and private label 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. To connect with Belk go to [Belk Get Connected](#).

Modern. Southern. Style.

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.

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