







## Effective September 6, 2017, Your Belk Rewards Program Terms Will Be Changing

Based on cardholder feedback, the Belk Rewards Program Terms will be changing, effective **September 6, 2017**. The new Rewards Program will allow you to earn Belk Reward Dollars faster, plus you will receive these additional benefits: special Cardholder Savings Day of the Month as well as early access to in-store promotions and events.

Belk Rewards Cardholders will now earn 3% Back in Rewards, which is the equivalent of 3 Points per \$1 spent; Belk Premier Cardholders will earn 4% Back in Rewards, which equals 4 Points per \$1 spent; and Belk Elite Cardholders will earn 5% Back in Rewards, the equivalent of 5 Points per \$1 spent.

Cardholders must earn 1000 Points to receive \$10 in Belk Reward Dollars. However, with the increase in Points earned per dollar spent, Cardholders can accumulate \$10 in Belk Reward Dollars faster than before. As of September 6, 2017, Points will expire only if you do not make at least one purchase every 12 months using your Belk Rewards Card.

### BELK REWARDS PROGRAM TERMS KEY DIFFERENCES

ENDING 9/5/17:	CHANGES EFFECTIVE 9/6/17:		
 2.5% Back in Rewards	 <b>Belk Rewards</b> 3% Back in Rewards	 <b>Belk Premier</b> 4% Back in Rewards	 <b>Belk Elite</b> 5% Back in Rewards
1 Point per \$1 spent	<b>Belk Rewards</b> 3 Points per \$1 spent	<b>Belk Premier</b> 4 Points per \$1 spent	<b>Belk Elite</b> 5 Points per \$1 spent
400 Points = \$10 in Belk Reward Dollars	1000 Points = \$10 in Belk Reward Dollars		
35 Exclusive Savings Events each year	20 Exclusive Savings Events each year		
	<b>PLUS:</b> Cardholder Savings Day of the Month <b>and</b> Early access to in-store promotions & events		

See the enclosed Belk Rewards Program Terms and Conditions for more details.



# On September 6, 2017, Points previously earned will be converted based on the new Rewards structure.

## FAQS

**Q: What happens to my existing Points?**

**A:** Your existing Points will be converted over to the new program. Whether you're a Belk Rewards, Belk Premier Rewards or Belk Elite Rewards Cardholder, if you have 200 Points in your account today, on September 6 you will have 500 Points under the new program. In other words, if you were halfway towards a Belk Reward Dollars certificate, you will keep your progress.

**Q: Why is the program changing? I love it!**

**A:** We recognize your loyalty and are enhancing our program so you can earn even more Points! Under the new program, you will earn Belk Reward Dollars faster than ever!

**Q: What's changing with the program?**

**A:** See the charts on pages 1 and 2 of this communication for details.

**Q: Will my account number change?**

**A:** No. Your account number will stay the same.

**Q: What is Cardholder Savings Day of the Month?**

**A:** Cardholder Savings Day of the Month will take place once per month. This is an exclusive sale each month that is available only to Belk Rewards Cardholders!

**Q: Is anything changing with Flex Pay?**

**A:** No. If you are a Premier or Elite Cardholder, you will continue to have access to Flex Pay.

**Q: Is anything changing with my Belk Reward Dollars? Will there be exclusions? I HATE exclusions.**

**A:** Don't worry! Belk Reward Dollars will continue to have ZERO brand exclusions.

**Q: When do the changes go into effect? What happens in the meantime?**

**A:** The changes will take place on September 6. All purchases made through September 5 will utilize the old structure.

**Q: When do I start earning Points based on the new program?**

**A:** On September 6, you will begin earning Reward Points based on your tier: 3 Points/\$1 for Belk Rewards; 4 Points/\$1 for Belk Premier Rewards; and 5 Points/\$1 for Belk Elite Rewards.

**Q: Where do I see how many Points I have under the new scale?**

**A:** After September 6, go to BelkCredit.com and check "My Rewards" to see your updated rewards balance. You can also download the Belk app from the Apple and Google Play App Stores or check in your next statement.

**Q: I noticed you removed the "Points never expire" messaging – what does this mean? Are you taking away my Points?**

**A:** No! Your Points are safe as long as you make at least 1 purchase every 12 months at Belk with your Belk Rewards Card. Your Belk Reward Dollars will continue to be valid for 60 days after the issue date.

**Q: I have Belk Reward Dollars that have expiration dates after September 6. Will they still work?**

**A:** Yes! Your existing Belk Reward Dollars will still be valid according to the expiration date on the certificate.

**Q: 1000 Points? Why does it take more Points to get Belk Reward Dollars?**

**A:** Under the new program, you earn more Points by spending less since the rate at which you earn Points will increase. This allows you to reach your Belk Reward Dollars certificates faster!

### EXAMPLE:

	OLD PROGRAM	NEW PROGRAM
<b>REWARDS</b>	Spend \$400 at Belk, collect 400 Points, get \$10 in Belk Reward Dollars	Spend \$334 at Belk, collect 1000 Points, get \$10 in Belk Reward Dollars
<b>PREMIER REWARDS</b>	Spend \$400 at Belk, collect 400 Points, get \$10 in Belk Reward Dollars	Spend \$250 at Belk, collect 1000 Points, get \$10 in Belk Reward Dollars
<b>ELITE REWARDS</b>	Spend \$400 at Belk, collect 400 Points, get \$10 in Belk Reward Dollars	Spend \$200 at Belk, collect 1000 Points, get \$10 in Belk Reward Dollars

# BELK REWARDS PROGRAM TERMS AND CONDITIONS

By participating in the Belk Rewards Program, you hereby agree to be bound by these terms. In order to receive the benefits of the Belk Rewards Program, you need to:

**1. Make purchases with your Belk Rewards Card, earning the necessary level of Points.** The Belk Rewards Program is automatically available for your Belk Rewards Card account, if it is open, in good standing and not more than 2 payments past due both at the time Points are earned and at the time Belk Reward Dollars are issued and redeemed. For every dollar in net purchases (merchandise purchased minus returns and adjustments) charged to your Belk Rewards Card at any Belk store location in the United States and/or on belk.com, you will earn: (a) 3 Reward Points ("Reward Points" or "Points") for Belk Rewards Card purchases; (b) 4 Reward Points for Belk Premier Rewards Card purchases; or (c) 5 Reward Points for Belk Elite Rewards Card purchases. You may see Reward Points you receive advertised as "% Back in Rewards." Non-merchandise, leased departments, Belk Gift Cards, sales tax, interest charges and fees do not qualify for Points. Each time you earn 1000 Reward Points, you will receive \$10 in Belk Reward Dollars. The amount of the Belk Reward Dollars will be in \$10 increments for every 1000 Points in your Reward Point balance at the time that Belk Reward Dollars are issued. However, the amount of Belk Reward Dollars issued in any billing cycle will not exceed \$100, and any additional Reward Points in your balance will be applied toward Belk Reward Dollars in a future billing cycle. Reward Points are subject to expiration and will expire one (1) year after they are earned, measured from the end of the month in which the Reward Points were awarded.

**2. Receive Reward Dollars with your billing statement.** Reward Dollars will be issued and mailed within two to three billing cycles after your net Reward Points balance equals or exceeds 1000.

**3. Present and redeem Belk Reward Dollars in accordance with the Rewards Program Terms.** You must either come to a Belk store or go online to belk.com within the valid dates shown on the Belk Reward Dollars in order to redeem the Belk Reward Dollars. Belk Reward Dollars may only be redeemed toward purchases charged to your Belk Rewards Card at Belk stores or online at belk.com. Belk Reward Dollars redeemed in store must be surrendered at time of purchase. To redeem Belk Reward Dollars online at belk.com, you must enter the barcode number printed on the Belk Reward Dollars. You can redeem multiple Belk Reward Dollars on a single transaction in store or online at belk.com. Belk Reward Dollars can be combined with any promotional offer. If the value of a purchase is less than the value of the Belk Reward Dollars being redeemed, then any remaining Belk Reward Dollars balance will be forfeited. Belk Reward Dollars cannot be credited to an account, redeemed for cash, used for purchasing Gift Cards, or used for online gift certificates. Additional restrictions may apply as stated on your Belk Reward Dollars. Belk Reward Dollars are not transferable. Belk Reward Dollars are not "gift certificates" and are not intended for gift-giving purposes. You acknowledge that the Reward Points have no value and that the Reward Points and any Belk Reward Dollars issued are purely promotional and are provided without the payment of any consideration or other thing of value. Unless and until you present the Belk Reward Dollars at a Belk store or redeem them online at belk.com, no right, title, or interest in the Reward Points or the Belk Reward Dollars has been earned. If your Belk Rewards Card account has been inactive for twelve months, any Reward Points balance will be forfeited and reset to zero. You will begin earning Reward Points again at the time of your next purchase if your account is in good standing as provided above. Reward Points are also forfeited upon the closing of a Belk Rewards Card account. We reserve the right to remove any person from the Belk Rewards Program in the event of any fraud or abuse in connection with this Program. We reserve the right to change or terminate the Belk Rewards Program at any time and in any manner without notice. The Belk Rewards Program is provided by Belk, Inc. and serviced by Synchrony Bank under the Belk Rewards Card Program.

## Premier Rewards Cardholders

Belk Rewards Card accountholders who do all of the following: (a) spend \$600 in Belk store locations (net of merchandise returns, sales tax, interest charges and fees) on their Belk Rewards Card within a calendar year; (b) keep their account in good standing; and (c) after reaching the \$600 qualifying amount, are not more than 2 payments past due at time of Belk Premier Rewards card issuance, will be upgraded to a Belk Premier Rewards Card. Upgrades to the Premier level will be processed during your next billing cycle after you qualify. Once you receive your upgraded card, you will receive additional Belk Premier Rewards cardholder benefits and become eligible to participate in the Belk Rewards Flex Pay Plan. To take advantage of the Belk Rewards Flex Pay Plan, you need to contact customer service to have this plan added to your account. You must spend at least \$600 in Belk store locations (net of merchandise returns, sales tax, interest charges and fees) on your Belk Premier Rewards Card each calendar year in order to maintain your qualification as a Belk Premier Rewards cardholder. If you do not maintain your Premier qualification, you will lose the Premier benefits.

## Elite Rewards Cardholders

Belk Rewards Card accountholders who do all of the following: (a) spend \$1500 in Belk store locations (net of merchandise returns, sales tax, interest charges and fees) on their Belk Rewards Card within a calendar year; (b) keep their account in good standing; and (c) after reaching the \$1500 qualifying amount, are not more than 2 payments past due at time of Belk Elite Rewards card issuance, will be upgraded to a Belk Elite Rewards Card. Upgrades to the Elite level will be processed during your next billing cycle after you qualify. Once you receive your upgraded card, you will automatically receive additional Belk Elite Rewards Cardholder benefits, including having the Belk Rewards Flex Pay Plan added to your Account. You must spend at least \$1500 in Belk store locations (net of merchandise returns, sales tax, interest charges and fees) on your Belk Elite Rewards Card each calendar year in order to maintain your qualification as a Belk Elite Rewards Cardholder. If you do not maintain your Elite qualification, you will lose the Elite benefits.

