

Bealls Inc. Company Fact Sheet

About Bealls: Headquartered in Bradenton, Florida since its founding in 1915, the family-owned corporation now operates more than 550 stores under the names of Bealls, Bealls Outlet, Burkes Outlet and Home Centric.

Bealls Stores: Bealls is the destination for all things Florida. We are a value retailer servicing the needs of both Florida families and visiting guests living an active outdoor lifestyle. We provide a broad assortment of the latest styles, fashions, and everyday basics for everyday “life in the sun” needs.

Bealls Outlet/Burkes Outlet: We are guest-centric, family focused, off-price retailer with a commitment to deliver exceptional value. Our everchanging offering creates that “treasure hunt” shopping experience that our guests love. We offer the latest brands, styles, and fashions for her home and entire family at savings up to 70% off other store prices.

Home Centric: We are a leading source for decorating solutions, design ideas and more! We offer inspired living through an everchanging selection of high-quality, timeless style and eclectic mix of home merchandise all at great value.

How do we decide on a new market?

We have a strategic road map for new markets across the country incorporating various data sources including our existing store network, transportation and logistics requirements, customer data and demographic data and segmentation analysis. Our market research helps us identify market with a concentration of core customer demographic.

How many jobs do you bring to a market?

Bealls Store: A Bealls store will typically have approximately 50-100 associates depending on the size of the store.

Bealls Outlet/Burkes Outlet: An Outlet store will typically have approximately 20-35 associates.

Home Centric: A Home Centric Store will typically have approximately 15-20 associates.

What are the store hours?

Store hours vary by market.



Bealls

bealls
OUTLET

burkes
OUTLET

HOME
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Do you have a Loyalty Program?

Bealls Store: Coast 2 Coast Rewards is the Bealls loyalty program. \$5 bonus reward after your first purchase, earn 1 point for every dollar spent, Receive a \$5 reward for every 200 points. Receive a \$5 bonus during your birthday month, earn 2x when you use your Bealls Florida credit card.

Bealls Outlet/Burkes Outlet: MORE Rewards: 10% off your purchase every Monday in-store, 15% off any single purchase of your choosing during your birthday month** \$5 reward for every \$200 you spend*

Home Centric: MORE Rewards: 10% off your purchase every Monday in-store, 15% off any single purchase of your choosing during your birthday month** \$5 reward for every \$200 you spend*.

How has COVID impacted the process of opening new store locations?

- We have extended our Grand Opening events over two weeks.
- We implemented new protocols to ensure the safety of our guest and associate during the opening as well as ongoing.
- Frequent and heightened cleaning & sanitizing procedures throughout our stores such as sanitizing restrooms and high-traffic areas
- Cleaning register and pin pad areas between guests
- The practice of social distancing procedures such as 6-foot increments at checkout
- Temporary restrictions such as closed water fountains
- For the safety of our associates and guests, associates will be utilizing masks

For Store Images, please go to <https://www.beallsinc.com/media>

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If you have additional media inquiries, please contact:

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