



September 12, 2012

## **Dillard's Offers Exclusive Southern Living Christmas Cookbook to Benefit Ronald McDonald House Charities**

(LITTLE ROCK, AR, September 12, 2012) Dillard's is pleased to further its commitment to Ronald McDonald House Charities® (RMHC®) with their 19th annual Holiday fundraiser. Since 1994, Dillard's has supported RMHC with a fundraiser benefiting its Ronald McDonald House® program which provides families with seriously ill children a "home-away-from-home" while their children are receiving treatment at nearby hospitals.

For the fifth time, Dillard's is offering a special custom edition of the *Southern Living Christmas Cookbook* to benefit RMHC. This exclusive, 288-page hardbound cookbook is filled with fabulous holiday recipes, color photos, menus, decorating tips and entertaining ideas. This "must have" cookbook is available for only \$10.

The cookbooks are available now in all Dillard's stores nationwide, as well as online at [Dillards.com](http://Dillards.com). Proceeds from the sale of the cookbooks will benefit local Ronald McDonald Houses operated by RMHC Chapters in Dillard's markets.

"We are able to provide vital resources, stability and strength to families because of the incredible support we receive from volunteers, staff and corporate donors, like Dillard's and its customers," said Marty Coyne, president and CEO, Ronald McDonald House Charities. "On behalf of the more than 12,000 children and families we serve every day through RMHC family-centered programs, I thank Dillard's for this generous contribution."

Now in its 19th year of support, Dillard's has raised more than \$9.2 million to benefit RMHC. "Our continued relationship with RMHC gives all of us at Dillard's an enormous sense of pride. We look forward to another successful fundraiser this year and are honored to support the Ronald McDonald Houses in our communities," said Denise Mahaffy, vice president of Dillard's.

### **About Ronald McDonald House Charities**

Ronald McDonald House Charities (RMHC), a non-profit, 501 © (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Through its global network of local Chapters in 57 countries and regions, its three core programs, the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, and millions of dollars in grants to support children's programs worldwide, RMHC provides stability and resources to families so they can get and keep their children healthy and happy. All RMHC-supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For more information about RMHC, visit [www.rmhc.org](http://www.rmhc.org), follow RMHC on Twitter ([@RMHC](https://twitter.com/RMHC)), or like RMHC on Facebook ([Facebook.com/RMHC Global](https://www.facebook.com/RMHCGlobal)).

### **About Dillard's**

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.2 billion. The Company focuses on delivering maximum fashion and value to its shoppers by offering compelling selections complemented by exceptional customer care. Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 284 Dillard's locations and 18 clearance centers spanning 29 states plus an Internet store at [www.Dillards.com](http://www.Dillards.com). For more information, visit [Dillards.com](http://Dillards.com).

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