Dillard's

# Dillard's, Inc. Reports October Sales Results

Little Rock, Arkansas, November 3, 2011 -- Dillard's, Inc. (DDS: NYSE) ("Dillard's" or the "Company") announced today that merchandise sales ("sales") for the four weeks ended October 29, 2011 were $377,966,000 compared to sales for the four weeks ended October 30, 2010 of $356,099,000. Total sales increased 6%. Comparable store sales increased 8% for the four weeks ended October 29, 2011.

Sales for the 13 weeks ended October 29, 2011 were $1,362,117,000 compared to sales for the 13 weeks ended October 30, 2010 of $1,315,228,000. Total sales increased 4%. Comparable store sales increased 5% for the 13 weeks ended October 29, 2011.

Sales for the 39 weeks ended October 29, 2011 were $4,247,578,000 compared to sales for the 39 weeks ended October 30, 2010 of $4,105,699,000. Total sales increased 3%. Comparable store sales increased 4% for the 39 weeks ended October 29, 2011.

During the four weeks ended October 29, 2011, sales were consistent with the average total Company trend in the Central region, slightly below trend in the Eastern region and below trend in the Western region. Sales in the home and furniture category were significantly below trend during the four weeks ended October 29, 2011.

Dillard's, Inc. is one of the nation's largest fashion apparel and home furnishing retailers. The Company's stores operate with one name, Dillard's, and span 29 states. Dillard's stores offer a broad selection of merchandise, including products sourced and marketed under Dillard's exclusive brand names.

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