



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

Little Rock, Arkansas - November 2, 2009 - Dillard's, Inc. ("Dillard's") (DDS - NYSE) is pleased to announce its continuing commitment to Ronald McDonald House Charities® (RMHC®) with their 16th annual Holiday fundraiser. Since 1994 Dillard's has assisted RMHC with fundraising campaigns designed to support the 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 second time Dillard's will offer a beautiful Southern Living Christmas Cookbook to benefit RMHC. This exclusive, 288 page special custom edition hardbound cookbook is filled with color photos and fabulous holiday recipes, menus, decorating tips and entertaining ideas. This "must have" cookbook is available for only \$10. "Ronald McDonald House Charities has been serving families for 35 years and we are so thankful to Dillard's for being a great partner and for their continued support" said Marty Coyne, Vice-President of Ronald McDonald House Charities.

The cookbooks will be available in over 300 Dillard's stores as well as online at www.dillards.com. Proceeds from the sale of the cookbooks will benefit local Houses operated by Ronald McDonald House Charities Chapters in Dillard's markets.

Now in its 16th year of support, Dillard's has raised more than \$4.5 million to benefit RMHC.

"Our continued partnership with Ronald McDonald House Charities 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 Advertising for Dillard's.

About Ronald McDonald House Charities

Ronald McDonald House Charities® (RMHC®), a non-profit, 501(c)(3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Its programs are grassroots-driven to enable the Charity to offer help where children need it most - right in their own communities. RMHC makes an immediate, positive impact on children's lives through its global network of local Chapters in 52 countries and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®. RMHC and its global network of local Chapters have awarded more than \$460 million in grants and program services to children's programs around the world. These programs and grants provide a bridge to assessable health care and allow families more time together which helps in the healing process. For more information, visit www.rmhc.org.

About Dillard's

Dillard's, Inc. ranks among the nation's largest fashion apparel and home furnishings retailers with annual revenues exceeding \$6.9 billion. The Company focuses on delivering maximum fashion and value to its shoppers by offering compelling apparel and home 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 314 Dillard's locations spanning 29 states, all with one nameplate - Dillard's. For more information, visit www.dillards.com or call 1-800-345-5273

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