



Dillard's to Donate more than \$1.6 million to Ronald McDonald House Charities® (RMHC®) local Chapters through Sale of *Southern Living Christmas Cookbook*

LITTLE ROCK, Ark. - January 10, 2012) - Dillard's, Inc. (DDS: NYSE, "Dillard's") announced today that it will make a significant contribution of more than \$1.6 million to local Chapters of Ronald McDonald House Charities® (RMHC®). This donation was made possible through the sale of Dillard's exclusive *Southern Living Christmas Cookbook*.

For the fourth time, Dillard's offered 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.

With this year's contribution, Dillard's has donated more than \$9.2 million to RMHC local Chapters to support the Ronald McDonald House program since 1994. "Over the past 17 years, Dillard's has developed a strong and lasting bond with our local Ronald McDonald House Charities Chapters," said Denise Mahaffy, Vice President. "The work they do every day to bring comfort to children and families inspires us and makes the sale of the cookbooks an enormous source of pride and satisfaction."

After a long day at the hospital helping their child heal, families derive strength and nourishment from the home-cooked meals often awaiting them at the Ronald McDonald House. "The Dillard's cookbook is not only an amazing fundraiser for RMHC, but it's also a reflection of how a good meal can do wonders in bringing families together. This generous donation will go to support programs like our Ronald McDonald House program which provides families a 'home away from home' while their child is receiving treatment at a nearby hospital allowing families to focus on what is most important, their child," said Marty Coyne, president and CEO, Ronald McDonald House Charities. "We cannot thank Dillard's and its customers enough for their unwavering support of the more than 12,000 families RMHC and our local Chapters support each day."

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. Through its global network of local Chapters in 54 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, 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 288 Dillard's locations and 16 clearance centers spanning 29 states plus an Internet store at www.dillards.com. For more information, visit www.dillards.com.

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