Dillard's

Dillard's, Inc. Reports April Sales Results

Little Rock, Arkansas, May 6, 2004 - Dillard's, Inc. (DDS: NYSE) ("Dillard's" or the "Company") announced today that sales for the four weeks ended May 1, 2004 were $542,406,000 compared to sales for the four weeks ended May 3, 2003 of $536,483,000. Total sales increased 1% for the four-week period. Sales in comparable stores for the four-week period increased 1%.

Sales for the thirteen weeks ended May 1, 2004 were $1,854,395,000 compared to sales for the thirteen weeks ended May 3, 2003 of $1,813,911,000. Total sales increased 2% for the thirteen-week period. Sales in comparable stores for the thirteen-week period increased 2%.

For the four weeks ended May 1, 2004 sales were strongest in the Company's Eastern region where performance exceeded the Company average trend. Sales in the Western region were inline with the Company trend while sales in the Central region were slightly below trend.

Sales in cosmetics and in the accessories, shoes and lingerie areas significantly exceeded the Company average trend during the four weeks ended May 1, 2004. Sales in men's and in women's and juniors were slightly below trend. Weaker performances were noted in the children's and home categories with each category performing significantly below trend during the period.

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.