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# DILLARDS INC

# FORM DEFA14A

(Additional Proxy Soliciting Materials (definitive))

Filed 04/09/12

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|---|---|
| Address | 1600 CANTRELL RD<br>LITTLE ROCK, AR 72201 |
| Telephone | 5013765200 |
| CIK | 0000028917 |
| Symbol | DDS |
| SIC Code | 5311 - Department Stores |
| Industry | Retail (Department & Discount) |
| Sector | Services |
| Fiscal Year | 02/03 |

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**UNITED STATES**
**SECURITIES AND EXCHANGE COMMISSION**
**Washington, D.C. 20549**

# SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant x

Filed by a Party other than the Registrant o

Check the appropriate box:
o Preliminary Proxy Statement
o **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
o Definitive Proxy Statement
x Definitive Additional Materials
o Soliciting Material Pursuant to §240.14a-12

Dillard's Inc.
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):
x No fee required.
o Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

o Fee paid previously with preliminary materials.
o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

# *** Exercise Your *Right* to Vote ***

**Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on May 19, 2012.**

**DILLARD'S, INC.**

**Meeting Information**

**Meeting Type:** Annual Meeting
**For holders as of:** March 26, 2012
**Date:** May 19, 2012 **Time:** 9:30 AM
**Location:** Company's Corporate Office
1600 Cantrell Road
Little Rock, Arkansas

*DILLARD'S, INC.*
*POST OFFICE BOX 486*
*LITTLE ROCK, AR 72203*

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at *www.proxyvote.com* or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

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## Before You Vote

How to Access the Proxy Materials

**Proxy Materials Available to VIEW or RECEIVE:**
NOTICE AND PROXY STATEMENT ANNUAL REPORT

**How to View Online:**
Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX (located on the following page) and visit: *www.proxyvote.com*.

**How to Request and Receive a PAPER or E-MAIL Copy:**
If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

1) *BY INTERNET:* www.proxyvote.com
2) *BY TELEPHONE:* 1-800-579-1639
3) *BY E-MAIL*:* sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 5, 2012 to facilitate timely delivery.

## How To Vote

Please Choose One of the Following Voting Methods

**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

**Vote By Internet:** To vote now by Internet, go to *www.proxyvote.com*. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX available and follow the instructions. You may vote until 11:59 pm Eastern Time on May 16, 2012 for all shares related to the 401(k) Plan. All other shares may vote until 11:59 pm on May 18, 2012.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card. The properly executed proxy card must be received by May 16, 2012 by the Tabulator for all shares related to the 401(k) Plan and by May 18, 2012 for all other shares.

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## Voting Items

1. ELECTION OF DIRECTORS

   Class A Nominees:

   1a. R. Brad Martin

   1b. Frank R. Mori

   1c. J.C. Watts, Jr.

   1d. Nick White

***The Board of Directors of the Company recommends voting FOR each of the nominees listed above.***

2. PROPOSAL TO RATIFY THE APPOINTMENT OF KPMG LLP AS THE INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM OF THE COMPANY FOR FISCAL 2012.

***The Board of Directors of the Company recommends voting FOR this proposal.***

3. In their discretion, the proxies are authorized to consider and act upon such other business as may properly come before the meeting or any postponement or adjournment thereof.

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## Voting Items

1. ELECTION OF DIRECTORS

Class B Nominees:

1a. Robert C. Connor

1b. Alex Dillard

1c. Mike Dillard

1d. William Dillard, II

1e. James I. Freeman

1f. H. Lee Hastings, III

1g. Drue Matheny

1h. Warren A. Stephens

***The Board of Directors of the Company recommends voting FOR each of the nominees listed above.***

2. PROPOSAL TO RATIFY THE APPOINTMENT OF KPMG LLP AS THE INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM OF THE COMPANY FOR FISCAL 2012.

***The Board of Directors of the Company recommends voting FOR this proposal.***

3. In their discretion, the proxies are authorized to consider and act upon such other business as may properly come before the meeting or any postponement or adjournment thereof.

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M45320-P22949