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PHOTO ALERT

DILLARD'S SOUTHERN LIVING ULTIMATE CHRISTMAS COOKBOOK COOKS UP \$18,100 FOR RONALD MCDONALD HOUSE CHARITIES

AUSTIN, TX (March 11, 2015) – The Southern Living Ultimate Christmas Cookbook sold at Dillard's is more than just a book containing delicious recipes – it's a book that supports the families of hospitalized children that rely on Ronald McDonald House Charities of Central Texas. Each holiday season, the book is sold exclusively at Dillard's four Central Texas locations and the proceeds are donated to RMHC CTX. Mitch Guinn, manager of the Barton Creek Square Mall Dillard's recently presented Carolyn Schwarz, CEO of RMHC CTX with an \$18,100 contribution from for the 2014 holiday season proceeds.



This past holiday season marked the 21st year of Dillard's partnership with Ronald McDonald House Charities chapters across the U.S. Over \$910,000 was donated nationwide in 2014 and more than \$12.3 million has been donated to Ronald McDonald House Charities since the program's inception in 1994.

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ABOUT RMHC CTX

Ronald McDonald House Charities of Central Texas, a nonprofit 501 (c)(3) organization, creates, finds and supports programs that directly improve the health and well-being of children. Through its Ronald McDonald House and Ronald McDonald Family Room® programs, RMHC Central Texas provides a “home-away-from-home” that keeps families together as their critically ill or injured children receive treatment in Austin-area hospitals. The Ronald McDonald House is a 30 guest room, nurturing home-like environment and the Ronald McDonald Family Rooms are located within three Austin hospitals. RMHC CTX provides burial assistance and bereavement support through the Healing Hearts program for families who have lost children. For more information, visit www.rmhc-ctx.org.

ABOUT DILLARD'S

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.5 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 278 Dillard's locations and 19 clearance centers spanning 29 states plus an Internet store at www.dillards.com. For more information, visit www.dillards.com.