

SECURITIES AND EXCHANGE COMMISSION

FORM DEFA14A

Additional definitive proxy soliciting materials and Rule 14(a)(12) material

Filing Date: **1998-01-05**
SEC Accession No. **0000906555-98-00001**

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FILER

PROFFITS INC

CIK: **812900** | IRS No.: **620331040** | State of Incorpor.: **TN** | Fiscal Year End: **0201**
Type: **DEFA14A** | Act: **34** | File No.: **001-13113** | Film No.: **98500709**
SIC: **5311** Department stores

Mailing Address
P.O. BOX 9388
ALCOA TN 37701

Business Address
PO BOX 200080
3455 HIGHWAY 80 W
JACKSON MS 39289
4239837000

GEORGESON & COMPANY INC.
Wall Street Plaza
New York NY 10005
Phone: 212-440-9800
Fax: 212-440-9955

December 31, 1997

Dear Shareholder:

Georgeson & Company would like to thank you for returning your proxy card for the Special Meeting of Proffitt's, Inc. to be held on January 30, 1998.

Unfortunately, you neglected to sign the card, making it invalid. We are returning the card for your signature and hope that you will return it to us as soon as possible. Due to the approaching meeting date, your promptness would be greatly appreciated.

Thank you, once again!

Sincerely,

GEORGESON & COMPANY INC.
(Proxy Tabulator for Proffitt's, Inc.)