

# NORDSTROM

## 'Tis the Season at Nordstrom

November 11, 2003

### **Nordstrom Continues Tradition of Unveiling Holiday Decor the Day After Thanksgiving**

SEATTLE, Nov 11, 2003 /PRNewswire-FirstCall via COMTEX/ -- In keeping with an over 100 year tradition, Nordstrom will wait to unveil its holiday decorations until the day after Thanksgiving.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO> )

Across the country, most Nordstrom stores will begin their holiday decor installation at the close of business on Wednesday, November 26th. Busy Nordstrom elves will trim, hang, hammer, fit and place 27,000 whimsical lollipop and gift box ornaments, 28,500 strands of twinkling rock candy lights and garland, 30,000 yards of plush holiday carpeting, 238,000 yards of vibrant candy striped ribbon and 34,500 larger-than-life roses and ferns.

"Within a few short hours and with lots of helping hands, we will transform our stores into sparkly winter-fresh gardens just in time for the holidays," said Jonathan Lander, Nordstrom Corporate Visual Merchandise Director. "As a company, we feel it is important to celebrate the holidays as they come and no sooner. Our employees, friends and family will work through the night and end in time to spend Thanksgiving with their loved ones."

Nordstrom will reveal its holiday decor when it open its doors on Friday, November 28th.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 147 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 91 full-line stores, 49 Nordstrom Racks, five Faconnable boutiques, one free-standing shoe store, and one clearance store. Nordstrom also operates 31 international Faconnable boutiques, primarily in Europe. Additionally, Nordstrom serves customers through its online presence at <http://www.nordstrom.com> and through its direct mail catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

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SOURCE Nordstrom, Inc.