

NORDSTROM

Nordstrom First in Fashion Industry to Offer Exclusive Debit Card

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SEATTLE, Oct. 6 /PRNewswire/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN), a leading fashion specialty retailer announced this week the launch of Nordstrom MOD(TM), an exclusive debit card for Nordstrom. A fashion industry first, Nordstrom MOD deducts Nordstrom purchases directly from a customer's personal bank account and offers all the benefits of the Nordstrom Rewards(TM) program previously unique to Nordstrom retail and Visa(R) card holders.

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

The Nordstrom Rewards program is designed to reward customers for their shopping. Customers earn two Rewards points for every net dollar spent at Nordstrom. Once a customer reaches 2,000 points they automatically receive a \$20 Nordstrom Notes(TM) certificate in the mail redeemable toward any Nordstrom product or service. Rewards points can be earned whether a customer uses a Nordstrom retail card, Nordstrom Visa card or a Nordstrom MOD card. Applications for Nordstrom MOD cards and details about the Rewards program are currently available in all Nordstrom stores.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 154 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 97 Full-Line Stores, 49 Nordstrom Racks, five Faconnable boutiques, one free-standing shoe store, and two clearance stores. Nordstrom also operates 32 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online presence at <http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN. Nordstrom Visa and retail credit cards and the Nordstrom MOD card are issued by Nordstrom fsb, a wholly owned subsidiary of Nordstrom, Inc.

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