

NORDSTROM

Nordstrom Offers RSS Feeds at Its Online Store

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SEATTLE, March 20 /PRNewswire-FirstCall/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN), a leading fashion specialty retailer, is now offering RSS (Really Simple Syndication) feed capabilities at its online store, Nordstrom.com. The new feature allows Nordstrom customers to sign up and receive the latest product information on their favorite brands.

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

"We're excited to offer RSS feeds to our customers. Fashion is constantly evolving, and by giving our customers the opportunity to see what's new on our site in real time, we're giving them even more of an opportunity to stay current," said Jamie Nordstrom, president of Nordstrom Direct. "We see this tool as a way to offer customers a more efficient way to shop for the products they're looking for."

RSS is an easy way to deliver information about recently posted content. By plugging a link into an RSS reader, customers can retrieve the newest content offerings for their favorite Web sites while saving the time it takes to actually visit each site. RSS can be delivered to search engines, specialized RSS directories and special content aggregation sites.

At Nordstrom.com, customers are able to subscribe to personalized feeds on a product search page or to select "favorite feeds" such as Sale Arrivals, Women's Dresses or the Men's Jeans Guide. By simply clicking on the orange RSS feed button that appears on the store's search pages, customers are led through the simple process of signing up to receive feeds, which begin immediately.

Typically offered by news and financial sites, RSS feeds on product news and search preferences are fairly new in the fashion industry.

In 2006, Nordstrom launched the Designer section of its Web site and redesigned its product pages for easy customer navigation. Beginning in October 2007 customers will be able to assemble complete outfits online and take all the pieces directly to the checkout.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 155 U.S. stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 98 full-line stores, 50 Nordstrom Racks, four Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 36 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online store at www.nordstrom.com and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

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