

# NORDSTROM

## Nordstrom Offers Double Rewards Points

October 29, 2008

All Nordstrom Cardholders to Receive Double Rewards Through 2008

SEATTLE--(BUSINESS WIRE)--Oct. 29, 2008--Seattle-based Nordstrom, Inc. (NYSE: JWN), a leading fashion specialty retailer, announced it will offer Double Rewards Points for all Nordstrom credit and Nordstrom MOD(R) cardholders starting Friday, October 24 through the end of the year. Nordstrom hopes this special incentive will encourage customers to shop the well-edited selection of designer, luxury and quality fashion brands in all Nordstrom stores and online at Nordstrom.com.

"Offering double rewards points allows our customers the opportunity to earn more rewards during these challenging economic times," said Erik Nordstrom, president of stores for Nordstrom. "We want to encourage our loyalty program customers to shop with us during the holiday season and give them yet another great reason to shop at Nordstrom."

About Double Reward Points for all Nordstrom credit and Nordstrom MOD cardholders:

-- October 24, 2008 - December 31, 2008

-- Nordstrom customers typically earn 2 rewards points per net dollar spent at Nordstrom using a Nordstrom credit card or Nordstrom MOD card--with Double Rewards Points, customers will receive 4 rewards points per net dollar spent at Nordstrom using a Nordstrom credit card or Nordstrom MOD card

-- In Full-line Stores, Online at Nordstrom.com

[Click here to find store locations/hours, or visit Nordstrom.com.](#)

Nordstrom Fashion Rewards Program offers more robust benefits based on how much you spend. [Click here for more information about Nordstrom Fashion Reward benefits, or visit Nordstrom.com.](#)

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 165 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 108 full-line stores, 54 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also serves customers through its online presence at [www.nordstrom.com](http://www.nordstrom.com) and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

Company Resources Center

Online Press Room

(<http://phx.corporate-ir.net/phoenix.zhtml?c=211996&p=irol-overview>)

Image Gallery

(<http://phx.corporate-ir.net/phoenix.zhtml?c=211996&p=imageGallery>)

Nordstrom fashion blog: "From the Floor"

(<http://fromthefloor.nordstrom.com/>)

Nordstrom fashion e-zine: "The Thread"

(<http://shop.nordstrom.com/C/6011270/0~2377475~6011270>)

Nordstrom, Inc. on Facebook

(<http://www.facebook.com/pages/Nordstrom-Inc/12854644836?ref=s>)

Please Note:

For non-media questions, please call your nearest store or 1-888-282-6060.

CONTACT: Media Inquiries Only

Nordstrom Corporate Communications, 877-746-6228

SOURCE: Nordstrom, Inc.