

NORDSTROM

The Twilight Saga: New Moon Exclusive Fashion Collection on Sale Today at Nordstrom Stores and nordstrom.com/newmoon

October 15, 2009 at 8:03 AM EDT

Summit Entertainment's The Twilight Saga: New Moon in Theaters November 20, 2009

SEATTLE, Oct. 15 /PRNewswire-FirstCall/ -- Starting today, the BP. department at Nordstrom stores and nordstrom.com/newmoon will begin to sell its exclusive fashion collection in partnership with Summit Entertainment, Awake, Inc. and N.E.C.A. inspired by the highly-anticipated November 20 release of *The Twilight Saga: New Moon*, the second movie in Summit's *Twilight* film saga. Also starting today, while supplies last, select Nordstrom stores will offer customers advanced movie screening passes as gifts with purchase. The retailer is also holding an online sweepstakes for tickets to the movie's November 16 Los Angeles premiere, and will host in-store styling events in November.

Advanced Movie Screening Tickets Gift with Purchase

Beginning today, Nordstrom will give fans the opportunity to receive one movie pass to an advanced screening of *The Twilight Saga: New Moon* on the evening of November 19 when they purchase \$50 or more in BP. merchandise (promotion excludes online purchases) at select Nordstrom stores (limit four passes per person; please see store for details; while supplies last). Participating stores include those within and surrounding the following markets: Atlanta; Baltimore; Boca Raton, Fla.; Boston; Chicago; Dallas; Denver; Los Angeles; Miami; Orange County, Calif.; Paramus, N. J.; Portland, Ore.; Sacramento; Salt Lake City; San Diego; San Francisco; Scottsdale, Ariz.; Seattle; and Washington, D.C.

Online Movie Premiere Sweepstakes

Customers can enter an online sweepstakes at nordstrom.com/newmoon through November 2 to win two tickets to *The Twilight Saga: New Moon* movie premiere on November 16 in Los Angeles (no purchase necessary to enter; please see above website for details). The winner will be notified on or about November 5 and will receive roundtrip airfare for two, two-night hotel accommodations, car transportation, premiere get-ready styling party hosted by the BP. team at Nordstrom at The Grove (includes swag bag), and two tickets to the movie premiere.

Twilight Takeover Styling Events

Nordstrom stores will host *Twilight* Takeover Parties in the BP. department on November 14 and 15 (depending on the participating store) where fans can work with stylists to create looks from the exclusive collection. Customers can visit nordstrom.com/newmoon to learn what events are taking place at their nearest Nordstrom store and sign-up for email alerts.

Created by Awake, Inc. for Nordstrom, *The Twilight Saga: New Moon* fashion-focused apparel collection includes T-shirts, tanks, hoodies, dresses and jackets that reflect the mood and spirit of the film. Prices range from \$30 for a T-shirt to \$48 for a jacket. The collection of silver and gold-plated fashion jewelry created by N.E.C.A. for Nordstrom includes necklaces, bracelets, earrings and key chains.

The *Twilight* film saga stars Kristen Stewart and Robert Pattinson and tells the story of 17-year-old Bella Swan who moves to the small town of Forks, Wash. to live with her father, and becomes drawn to Edward Cullen, a pale, mysterious classmate who seems determined to push her away. But neither can deny the attraction that pulls them together...even when Edward confides that he and his family are vampires. The action-packed, modern day vampire love story *Twilight*, the first film in the saga, was released in theatres on November 21, 2008 to a blockbuster reception. The second installment of the film franchise, *The Twilight Saga: New Moon* starring Kristen Stewart, Robert Pattinson and Taylor Lautner, will be released November 20, 2009. The third film in the franchise, *The Twilight Saga: Eclipse* is due in theaters on June 30, 2010.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 180 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 112 full-line stores, 65 Nordstrom Racks, two Jeffrey boutiques and one clearance store. Nordstrom also serves customers through its online presence at www.nordstrom.com and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

CONTACT: John Bailey
Nordstrom, Inc.
(206) 373-2415

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

SOURCE Nordstrom, Inc.

John Bailey of Nordstrom, Inc., +1-206-373-2415