

# NORDSTROM

## Nordstrom to Add Mini Boden Children's Collection to 57 Additional Locations for Spring 2010

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**British clothing line available exclusively in the United States at select Nordstrom stores since mid-August**  
SEATTLE, March 1, 2010 /PRNewswire via COMTEX/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN) announced that it will add the Mini Boden children's wear collection to 57 additional stores as well its online store beginning mid-February. The fashion specialty retailer is the first store in the United States to carry the British children's clothing brand known for its bright colors and fun sense of style. Nordstrom launched the line exclusively in seven markets in fall 2009.

This February, an additional 57 Nordstrom stores will launch Mini Boden in the Infants, Toddlers, Girls and Boys departments. The line will also be added to the retailer's online store at nordstrom.com. Mini Boden remains exclusive to Nordstrom in the United States. Nordstrom stores that will carry the line include:

AZ

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Fashion Square, Scottsdale

CA

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Arden Fair, Sacramento  
Broadway, Walnut Creek  
Fashion Valley, San Diego  
Galleria at Roseville  
Galleria at South Bay, Redondo Beach  
Los Cerritos Center, Cerritos  
North County Fair, Escondido  
San Francisco Centre  
Santa Anita Fashion Park, Arcadia  
South Coast Plaza, Costa Mesa  
Stanford Shopping Center, Palo Alto  
Stoneridge, Pleasanton  
Stonestown, San Francisco  
Topanga Plaza, Canoga Park  
University Towne Centre, San Diego

CO

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Park Meadows, Littleton

CT

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West Farms, Farmington

FL

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Aventura Mall  
Boca Raton Towne Center  
International Plaza, Tampa

GA

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Perimeter Mall, Atlanta  
Phipps Plaza, Atlanta

IL

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Michigan Avenue, Chicago  
Oakbrook

Woodfield, Schaumberg

IN

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Fashion Mall at Keystone, Indianapolis

KS

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Oak Park Mall, Overland

MA

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Natick Mall

South Shore Plaza, Braintree

MI

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Somerset Collection, Troy

Twelve Oaks Mall, Novi

MN

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Mall of America, Bloomington

MO

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West County, St. Louis

NJ

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Cherry Hill Mall

Freehold Raceway

Short Hills

NY

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Roosevelt Field, Garden City

The Westchester, White Plains

OH

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Kenwood Towne Center, Cincinnati

OR

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Washington Square, Portland

PA

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King of Prussia

TX

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Barton Creek Square, Austin

Houston Galleria

North East Mall, Hurst

Shops at LaCantera, San Antonio

Stone Briar Mall, Frisco

UT

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Fashion Place, Murray

University Mall, Orem

VA

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Annapolis Mall  
Dulles Town Center  
Montgomery Mall, Bethesda  
Pentagon City, Arlington

WA

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Alderwood Mall  
Bellevue Square  
Spokane  
Tacoma Mall

In August 2009, a selection of Mini Boden merchandise made its debut in seven Nordstrom stores including Seattle, Wash.; San Jose, Calif.; Skokie, Ill.; Paramus, N.J.; McLean Va; Brea, Calif. and Dallas, Texas.

#### **About Nordstrom**

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 185 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 112 full-line stores, 70 Nordstrom Racks, two Jeffrey boutiques and one clearance store. 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.

#### **About Boden**

Boden is one of the fastest growing and most profitable mail order companies in the UK. Founded by Johnnie Boden in 1992, inspiration for the concept struck whilst Johnnie was working as a (very bad) stockbroker in New York in 1988 and discovered the world of American mail order.

The story was entirely different there: catalogues bursting with wonderful clothes at competitive prices from companies committed to extremely high quality customer service. It was easy to get top quality basics like boxers, polo shirts, Oxford cloth button-downs and more formal clothes delivered to your door only days after placing your order by telephone. Why couldn't it be like this in the UK?

Johnnie left the City behind to set up his (initially) **Menswear** mail order Company in **1992**, from his one bedroom flat in West London with the help of one assistant. The selling point was unique: competitively-priced, well-made, classic clothes, designed with a sense of style and attention to detail delivered direct to your door, all backed by an efficient and friendly service.

This simple formula was a tremendous success and in **1992** the collection expanded to include **Womenswear**.

In **1996**, the **Mini Boden** catalogue was launched, offering modern basics and more traditional children's clothing for boys and girls up to age fourteen.

Today we employ over 800 people and sell competitively priced, well made, individual clothing with a sense of fun, style and attention to detail, that won't date.

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

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