

NORDSTROM

Nordstrom, New Balance, and Shoes That Fit Join to Give Special Gifts to Thousands of Children in Need

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For kids across the country, new shoes will mean bright smiles this holiday season

SEATTLE, Dec. 6, 2010 /PRNewswire via COMTEX/ --

Nordstrom, Inc., New Balance and Shoes That Fit have joined together to help make sure nearly 12,000 children across the country will have something to be proud of this holiday season - new shoes.

As part of the Nordstrom Holiday Giving Tree program, which takes place through December 19, 115 Nordstrom stores will display a holiday tree with tags that customers can purchase for \$20. Each tag purchased represents a deserving child in the customers' community who will receive a brand new pair of New Balance athletic shoes. Shoes That Fit, a national nonprofit organization, will work with 198 schools nationwide to identify those children who are most in need of the new footwear. A minimum of 11,450 pairs of shoes will be distributed. Nordstrom will cover the costs of unsold tags and shipping of shoes to schools.

"We're really pleased that through our partnership with New Balance and those customers who choose to join us, we can make a real difference in a child's self-esteem with a new pair of shoes this holiday season," said Erik Nordstrom, president of stores at Nordstrom. "Shoes That Fit was an easy choice for our long-standing Giving Tree program since they deliver shoes directly to children in need throughout the year."

Shoes That Fit is based in Claremont, Calif. and provides new shoes to children in need across the United States. Since 1992, Shoes That Fit has provided nearly 900,000 pairs of new shoes and clothing items to students at more than 1,200 schools in 35 states. The partnership with Nordstrom and New Balance will help Shoes That Fit reach more children in more places than ever before.

"Because of this partnership with Nordstrom and New Balance, almost 12,000 children all over the United States will head back to school in the new year in comfort and with dignity," said Roni Lomeli, president and CEO of Shoes That Fit. "Thanks to Nordstrom and New Balance, these children will be able to concentrate on their studies rather than on their circumstances."

"Both Nordstrom and Shoes That Fit are committed to making a difference in the lives of these children, and New Balance is thrilled to do our part by helping thousands of kids move and live more active lifestyles in our footwear, during this holiday season and beyond," said Jeff Ressa, strategic account manager, New Balance.

About Nordstrom:

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 204 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 115 full-line stores, 86 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.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Shoes That Fit:

Shoes That Fit has earned Charity Navigator's highest rating of 4 stars and is certified by the Better Business Bureau's Wise Giving Alliance. For more information about Shoes That Fit and how to help children in your community, visit www.shoesthatfit.org or call (888) 715-4333.

About New Balance:

New Balance, headquartered in Boston, Mass., has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4000 people around the globe, and in 2009 reported worldwide sales of \$1.65 billion. For more information please visit www.newbalance.com.

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