

NORDSTROM

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

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New shoes mean bright smiles for kids across the country this holiday season

SEATTLE, Nov. 21, 2011 /PRNewswire/ -- 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 annual Nordstrom Holiday Giving Tree program, beginning November 25 through December 24 all Nordstrom stores will display a holiday tree with tags that customers can purchase for \$20. Each tag purchased represents a deserving local child who will receive a new pair of New Balance athletic shoes. Shoes That Fit, a national nonprofit organization, will work with more than 200 schools nationwide to identify those children who are most in need of the new footwear and then measure their feet so they'll receive a pair of comfortably-fitting shoes.

In 2010 this program provided 11,450 pairs of shoes to children. This year, a minimum of 11,550 kids will receive shoes, totaling 23,000 pairs of shoes valued at more than \$1 million that will have been donated over the past two years.

"This year's Giving Tree program is the second year of a great partnership with New Balance and Shoes That Fit that gives us, and our customers who choose to join us, the unique opportunity to make a difference in a child's life through the simple act of providing them with a new pair of shoes," said Erik Nordstrom, president of stores at Nordstrom. "It's a great way to mark the holiday season and we're glad we can be a part of it."

Nordstrom has a long tradition of displaying giving trees in stores during the holiday season that most often allowed customers and employees the opportunity to fulfill wishes for local charities. In 2010, a partnership was formed with Shoes That Fit and New Balance that changed the program to focus on providing footwear to children who live in the communities Nordstrom serves. Nordstrom had worked with New Balance for years to offer our customers a great selection of athletic footwear, and Shoes That

Fit was an easy choice for the program given they had been delivering shoes directly to deserving kids since 1992.

"There are children in every community in every state who are going to school in shoes that are too small, too big or too worn out. We can't thank Nordstrom and New Balance enough for helping nearly 12,000 children attend school in comfort and with dignity in high quality shoes that fit," said Roni Lomeli, executive director of Shoes That Fit.

"New Balance is proud to join Nordstrom and Shoes That Fit to ensure thousands of children get a holiday gift of athletic shoes this season through the Giving Tree program to help them lead more active and healthy lifestyles," said Jeff Ressa, strategic account manager, New Balance.

About Nordstrom:

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 225 stores in 30 states, including 117 full-line stores, 104 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. Nordstrom also serves customers through Nordstrom.com and through its catalogs. Additionally, the Company operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Shoes That Fit:

At Shoes That Fit, our mission is to provide new shoes that fit to children who wouldn't otherwise have them. 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, MA 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 is currently the only athletic shoe company that manufactures footwear in the U.S. with 25% of our North American footwear shipments produced at five New England facilities. The company also operates a manufacturing facility in Flimby, U.K. New Balance employs more than 4000 associates around the globe, and in 2010 reported worldwide sales of \$1.78 billion. For more information, please visit <http://www.newbalance.com>.

(Logo: <http://photos.prnewswire.com/prnh/20001011/NORDI.IMG>)

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