

NORDSTROM

Nordstrom Rack Launches An Integrated Online And Mobile Shopping Site

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SEATTLE, May 5, 2014 /PRNewswire/ -- Seattle-based [Nordstrom, Inc.](#), (NYSE: JWN) has launched [nordstromrack.com](#), a new e-commerce site and mobile app, built on a shared platform with HauteLook, Nordstrom's flash sale business. The new site gives customers access to shop Nordstrom Rack merchandise alongside [HauteLook](#) flash sale events.

The site experience is designed to offer an integrated way for customers to browse and buy merchandise either through a persistent Nordstrom Rack offering of on trend apparel, accessories and shoes at 30-70 percent off regular prices or through limited-time, limited-inventory flash sale events powered by HauteLook. Customers are able to shop both sites through a single log-in, shopping cart and can combine items into one easy checkout.

"Our customers have been telling us for some time they want to shop the Rack online and with the launch of nordstromrack.com they can now shop the Rack whenever they'd like," said Jamie Nordstrom, president of Nordstrom Direct. "We were able to leverage the talent of our HauteLook team to build a fast, seamless online and mobile experience - an important milestone in supporting our priorities to meet our customers' expectation of how they like to shop today."

"By bridging together Nordstrom Rack and HauteLook, we're giving our customers one of the largest selections of online, off-price merchandise available today," said Terry Boyle, president of Nordstromrack.com and HauteLook. "We're committed to expanding and deepening our offering as we continue to learn more about how our customers want to shop nordstromrack.com. We believe that ultimately this robust offering will empower our customers to shop online, off-price with confidence."

Additional features include:

- Two unique iTunes storefront and app icons that lead to a seamless mobile shopping experience for customers to browse and shop both sites within a shared app
- Easy Returns: 90 day return window to any Nordstrom Rack store or by mail
- Free shipping for orders over \$100
- Enrolled customers earn points in the Nordstrom Rewards Program
- Integrated iOS experience for the iPhone and iPad

The company plans to introduce additional features and functionality with subsequent updates to the site.

About Nordstrom

Nordstrom, Inc. is one of the leading fashion specialty retailers based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 270 stores in 36 states, including 117 full-line stores, 150 Nordstrom Racks, two [Jeffrey boutiques](#) and one clearance store. Nordstrom also serves customers through [nordstrom.com](#) and the newly developed site [nordstromrack.com](#), which operates in partnership with its online private sale site, [HauteLook](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Nordstrom Rack

Nordstrom Rack is the off-price retail division of Nordstrom, Inc., offering customers a wide selection of on-trend apparel, accessories and shoes at an everyday savings of 30-70 percent off regular prices. The Rack carries merchandise from Nordstrom stores and, as well as specially purchased items from many of the top brands sold at Nordstrom. The Rack is designed to provide the ultimate treasure hunt to style-savvy customers.

About HauteLook

Acquired by Nordstrom in March 2011, HauteLook is a place where you'll discover thousands of the top fashion and lifestyle brands at amazing savings. Each day at 8 AM Pacific, shop new sale events featuring the best names in women's and men's fashion and accessories, beauty, kids' apparel and toys, and home décor at up to 75% off. Membership is free and everyone is welcome.

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