

NORDSTROM

Nordstrom Expands Loyalty Program In Canada With Launch Of Nordstrom Rewards Visa Credit Card

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SEATTLE, May 15, 2017 /CNW/ -- Nordstrom, Inc. announced it is expanding its loyalty program in Canada, providing customers with a new opportunity to earn points for their purchases and access to exclusive perks. Beginning today, Canadian customers can apply for the Nordstrom Rewards Visa® credit card and earn points on their purchases wherever they shop. The Nordstrom Rewards Visa will be offered through MBNA, a division of The Toronto-Dominion Bank and the leading provider of co-branded and affinity credit card programs in Canada.

"We're continually looking for ways to enhance our customers' shopping experience and provide greater value for our loyalty program," said Michelle Haggard, Vice President and Regional Manager for Canada. "Our Nordstrom Rewards Visa (credit card) is the must-have loyalty card for every fashion enthusiast. Canadian cardholders can start earning points on their spring wardrobe purchases and then redeem them in the summer when they're looking for a new vacation outfit."

"We're excited to extend this valuable partnership to Canada," said Megan Jones, VP, Credit Cards, MBNA. "Nordstrom's rewards program delivers the rewards and redemption options all fashion lovers will value."

All customers who use their Nordstrom Rewards Visa® credit card will earn two points for each dollar spent on purchases made at Nordstrom locations*. In addition, cardholders earn one point per dollar on purchases made outside of Nordstrom anywhere Visa credit cards are accepted. For every 2,000 points earned, customers receive a \$20 Nordstrom Note in their inbox that can be redeemed at all Nordstrom stores in Canada for any merchandise or services that they choose.

Nordstrom Rewards Visa® cardholders will also be able to take advantage of exclusive benefits including:

Bonus Point Events – Cardholders have access to Triple Points events throughout the year, where they can earn six points per dollar for eligible Nordstrom purchases. Customers only have to spend \$334 during a Triple Points event to earn a \$20 Nordstrom Note.

Anniversary Sale Early Access – Every July, Nordstrom Rewards Visa® credit cardholders get to shop the Anniversary Sale – the retailer's biggest sale of the year – before it opens to the public. The sale features brand-new, just-arrived styles for men, women and kids at super-sale prices for a limited time. When the event ends, all sale items return to their original prices.

Holiday Events- Nordstrom Rewards Visa® credit cardholders will have access to holiday events where they can earn more points while shopping for gifts for everyone on their list.

Customers are invited to apply for the card in Nordstrom stores at CF Pacific Centre in Vancouver, BC; CF Chinook Centre in Calgary, AB; CF Rideau Centre in Ottawa, ON; CF Toronto Eaton Centre and Yorkdale Shopping Centre in Toronto, ON; or online at <http://www.nordstrom.com/rewardscard>.

*Nordstrom locations include Nordstrom, Nordstrom Rack, Trunk Club clubhouses, as well as Nordstrom.com, NordstromRack.com, HauteLook.com and TrunkClub.com.

About Nordstrom

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 354 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 221 Nordstrom Rack stores; two Jeffrey boutiques; and two clearance stores. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com and HauteLook. The company also owns Trunk Club, a personalized clothing service serving customers online at TrunkClub.com and its seven clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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