

# NORDSTROM

## Nordstrom, Inc. Names New President of Catalog and Internet Division

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### ***Nordstrom.com Division Changes Name to Nordstrom Direct***

Nordstrom, Inc. announced today that it named Jim Bromley president of the company's catalog and Internet division. Bromley replaces Ray Johnson, who was interim CEO and president of the division. Additionally, the company is changing the name of the division formerly known as Nordstrom.com to Nordstrom Direct, effective August 2, 2002. At that time, Nordstrom Direct will become a wholly-owned subsidiary of Nordstrom, Inc. Nordstrom Direct will manage the company's e-commerce site, Nordstrom.com and its two direct mail catalogs, Lifestyle and Nordstrom Delivered.

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

Jim Bromley was most recently the catalog and Internet division's executive vice president and chief financial officer. His responsibilities for the division included financial strategy and management, qualitative and quantitative metrics, investor relations, legal, accounting, sales audit, and budgeting and forecasting. Bromley joined the company in May 2000.

"Jim has a proven track record for both his keen understanding of serving customers in the direct business as well as for his leadership of our team," said Blake Nordstrom, president of Nordstrom, Inc. "I am confident in his abilities to lead Nordstrom Direct in its continued growth and integration."

"I am excited to see Nordstrom Direct continue to deliver its customers a high quality experience no matter how they choose to shop with us," said Jim Bromley. "Whether serving customers through one of our catalogs, Nordstrom.com, Nordstrom stores or Nordstrom Rack, Nordstrom, Inc. is well positioned to take care of customers anytime, anywhere."

Bromley, 38, has a 16-year career in finance and investment banking, where he specialized in retail and consumer product companies. He has worked for Multiple Zones International, McDonald Investments, Dain Rauscher Inc. and Credit Suisse First Boston. Jim lives in the Seattle area with his wife and two children.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 136 US stores located in 26 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 83 full-line stores, 47 Nordstrom Racks, four Faconnable boutiques, one freestanding shoe store, and one clearance store. Nordstrom also operates 23 international Faconnable boutiques, primarily in Europe. Additionally, Nordstrom serves customers through its online presence at <http://www.nordstrom.com> and through its direct mail catalogs.

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