

NORDSTROM

Nordstrom Unveils Broadband Video Channel at nordstromsilverscreen.com as Part of Overall Multi-Channel Marketing Initiative

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New Online Experience Gives Nordstrom Customers Interactive Video, Fashion, Music and Shopping

SEATTLE, Nov. 2 /PRNewswire-FirstCall/ -- Nordstrom, Inc. (NYSE: JWN) announced today it plans to launch Nordstrom Silverscreen(TM), a branded, interactive media channel offering broadband video content that combines fashion, music, technology and pop culture. The new marketing platform combines branded entertainment and promotion with shopping capabilities. Nordstrom Silverscreen(TM) supports the retailer's multi-channel business strategy to provide customers with a seamless experience across all sales channels.

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

On Monday, November 7, Nordstrom customers will be invited, via email, to download Nordstrom Silverscreen(TM). The broadband media channel, powered by technology from Maven Networks, will premiere a first-ever video remix featuring The Go-Go's Our Lips are Sealed, directed by Olivier Gondry, executive produced by Michel Gondry and with music remixed by FatBoy Slim. In the video, new footage showing women in Nordstrom merchandise is blended with the original Go-Go's footage. The interactive media application sends HD-quality, full-screen broadband video direct to customers' PCs where they can shop merchandise from the video by clicking through to Nordstrom.com. In the Nordstrom Silverscreen(TM) "mixing room," customers can also create a new personalized remix of the song by mixing and matching clothes on a mannequin.

"Our most committed customers have a dynamic cross-channel relationship with Nordstrom," said Linda Finn, Nordstrom executive vice president of marketing. "Nordstrom Silverscreen(TM) is a new way to connect with our customers in a highly competitive and saturated retail advertising landscape. We think this will give customers a unique fashion experience and introduce more customers to the selection of merchandise we have online."

Developed by Fallon Minneapolis and utilizing Maven Networks' broadband video technology, Nordstrom will broadcast new content to the Silverscreen channel on customers' desktops about once a month. A brand new '80s video remix will be sent in December to customers who have downloaded the media player.

"Nordstrom is well known as an innovator in retail and fashion," said Rob White, President, Fallon Minneapolis. "Nordstrom Silverscreen(TM) is completely groundbreaking and puts them in that never-been-done before territory." White continued, "Nordstrom is a client that genuinely understands their customers better than any other brand. They have really pushed us to find the most innovative ways to create enjoyable fashion experiences for their customers."

Maven Networks' broadband video software platform powers the online experience of film studios, media companies and leading marketers who seek an exceptionally rich user experience in an era when consumers spend more of their media time online. Using Maven's software, the Silverscreen channel delivers branded entertainment video direct to the PCs of Nordstrom customers. Maven software also powers a "Share With a Friend" viral capability that allows Nordstrom customers to forward links to the brand experience to other fashion-conscious friends.

"With Silverscreen, Nordstrom proves it is a fashion trailblazer both in its retail offerings as well as in the way it markets them," said Hilmi Ozguc, CEO of Maven Networks. "As video viewing and shopping expands online, Nordstrom is providing its customers with a deeper connection to its brand through a fun way to shop at Nordstrom. We're proud to partner with Nordstrom in creating entirely new online fashion and retailing experiences."

The Silverscreen launch includes a unique promotional schedule encompassing wild postings in New York and Los Angeles, an insert in Entertainment Weekly, online banners, and ads in newspaper entertainment sections and alternative weeklies.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 154 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 97 Full-Line Stores, 49 Nordstrom Racks, five Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 32 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online presence at www.nordstrom.com and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

About Fallon Worldwide

Fallon Worldwide, one of the world's most critically acclaimed, creatively driven branding companies, manages the consumer voice of some of the world's leading brands, including Citi, Sony, Nestle Purina, Nordstrom, TIME Magazine, United Airlines and National Car Rental/Alamo Rent a Car. Fallon Worldwide is a global network of Publicis Groupe, based in Paris, and has more than 500 employees worldwide. The company has full-service offices in Minneapolis, London, Singapore, Hong Kong, Sao Paulo and Tokyo. Additional information can be found at www.fallon.com.

About Maven Networks Maven Networks provides broadband video technologies that unite the visual impact of television with the interactivity and measurability of the Internet. Maven's software platform enables media and entertainment companies, brand marketers and content providers to deliver compelling broadband video experiences to more effectively inform, engage, market, and sell to online audiences.

The company's products, the Maven Media System and Maven Intelligent Delivery System (IDS), are used by world-class customers, including 20th Century Fox, Sony Pictures, Atom Films, Clear Channel Communications' Premiere Radio unit, EMI Virgin Records, General Motors, Pepsi and A&E Television Networks International, to deliver more engaging HD video experiences. More information about Maven can be found at www.maven.net.

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