

NORDSTROM

Nordstrom Launches 'Buy Online, Pick Up In-Store'

May 20, 2008

SEATTLE, May 20, 2008 /PRNewswire-FirstCall/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN), a leading fashion specialty retailer, announced that it has introduced a "Buy Online, Pick Up In-Store" option for Internet shoppers. Customers can now pick up select merchandise purchased through Nordstrom.com at a Nordstrom location of their choice.

In response to customers asking for "Buy Online, Pick Up In-Store," the company is currently testing the service with items from its Women's apparel, Men's apparel, Women's Shoes and Cosmetics departments. Nordstrom plans to offer this service for all merchandise categories by September.

"We continue to find new ways to serve our customers better, no matter how they choose to shop with us," said Erik Nordstrom, president of stores for Nordstrom. "We've heard from our customers for some time now that they want this option and we're excited to be able to provide it for them."

"Buy Online, Pick Up In-Store" furthers the company's strategy to become a superior multi-channel fashion retailer by offering customers a seamless, convenient shopping experience. Nordstrom typically sends customers a confirmation email within one hour of receiving the online order during normal business hours. After receiving confirmation, customers may pick up their merchandise in the customer service department of the store.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 159 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 105 full-line stores, 50 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also serves customers through its online presence at <http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

MEDIA CONTACT: Michael Boyd
Nordstrom, Inc.
(206) 373-3038

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

SOURCE Nordstrom, Inc.
05/20/2008

CONTACT: Michael Boyd of Nordstrom, Inc., +1-206-373-3038
Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>
AP Archive: <http://photoarchive.ap.org>
PRN Photo Desk photodesk@prnewswire.com
Web site: <http://www.nordstrom.com>