

NORDSTROM

Nordstrom to Host an Online Sweepstakes for Tickets to the Premiere of The Twilight Saga: New Moon as Well as Offer Advanced Screening Tickets and Host In-Store Twilight Takeover Styling Events

October 1, 2009

Nordstrom to Also Launch Exclusive Fashion and Jewelry Collection Inspired by the Film - Online Pre-Orders Begin Today on nordstrom.com/newmoon THE TWILIGHT SAGA: NEW MOON In Theaters November 20, 2009

SEATTLE, Oct 01, 2009 /PRNewswire-FirstCall via COMTEX/ -- Nordstrom will host Twilight themed events to launch its exclusive fashion and jewelry collection in partnership with Summit Entertainment, Awake, Inc. and N.E.C.A. inspired by the highly-anticipated November 20 release of The Twilight Saga: New Moon, the second movie in Summit's film franchise. The retailer will hold an online sweepstakes for tickets to the movie's November 16 Los Angeles premiere; offer advanced movie screening tickets as gifts with purchase; and host in-store styling events. The fashion collection is available for pre-order starting today at nordstrom.com/newmoon and for sale in the BP. department at Nordstrom stores beginning October 15.

Online Movie Premiere Sweepstakes

Nordstrom will hold an online sweepstakes at nordstrom.com/newmoon from October 6 through November 2 where customers can enter to win two tickets to *The Twilight Saga: New Moon* movie premiere on November 16 in Los Angeles (no purchase necessary to enter; please see above website for details). The winner will be notified on or about November 5 and will receive roundtrip airfare for two, two-night hotel accommodations, car transportation, premiere get-ready styling party hosted by the BP. team at Nordstrom at The Grove (includes swag bag), and two tickets to the movie premiere.

Advanced Movie Screening Tickets Gift with Purchase

When the collection hits stores on October 15, customers who purchase \$50 or more of BP. department merchandise in select Nordstrom stores (promotion excludes online purchases) will

receive one movie ticket to an advanced screening of *The Twilight Saga: New Moon* on the evening of November 19 (limit four tickets per person; please see store for details; while supplies last).

Participating stores include those within and surrounding the following markets: Atlanta; Baltimore; Boca Raton, Fla.; Boston; Chicago; Dallas; Denver; Los Angeles; Miami; Orange County, Calif.; Paramus, N. J.; Portland, Ore.; Sacramento; Salt Lake City; San Diego; San Francisco; Scottsdale; Seattle; and Washington, D.C.

Twilight Takeover Styling Events

Nordstrom stores will host Twilight Takeover Parties in the BP. department on November 14 and 15 (depending on the participating store) where fans can work with stylists to create looks from the exclusive collection. Customers can visit nordstrom.com/newmoon to learn what events are taking place at their nearest Nordstrom store and sign-up for email alerts.

Created by Awake, Inc. for Nordstrom, *The Twilight Saga: New Moon* fashion-focused apparel collection includes T-shirts, tanks, hoodies, dresses and jackets that reflect the mood and spirit of the film. Prices range from \$30 for a T-shirt to \$48 for a jacket. The collection of silver and gold-plated fashion jewelry created by N.E.C.A. for Nordstrom includes necklaces, bracelets, earrings and key chains.

The *Twilight* film saga stars Kristen Stewart and Robert Pattinson and tells the story of 17-year-old Bella Swan who moves to the small town of Forks, Washington to live with her father, and becomes drawn to Edward Cullen, a pale, mysterious classmate who seems determined to push her away. But neither can deny the attraction that pulls them together...even when Edward confides that he and his family are vampires. The action-packed, modern day vampire love story *Twilight*, the first film in the saga, was released in theatres on November 21, 2008 to a blockbuster reception. The second installment of the film franchise, *The Twilight Saga: New Moon* starring Kristen Stewart, Robert Pattinson and Taylor Lautner, will be released November 20, 2009. The third film in the franchise, *The Twilight Saga: Eclipse* is due in theaters on June 30, 2010.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 179 stores located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 112 full-line stores, 64 Nordstrom Racks, two Jeffrey boutiques and one clearance store. Nordstrom also 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.

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

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

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