

NORDSTROM

Nordstrom and American Diabetes Association Celebrate Hispanic Heritage Month Through Diabetes Education Initiative

September 15, 2011

Collaboration raises awareness of diabetes education in Latino and Hispanic communities

SEATTLE, Sept. 15, 2011 /PRNewswire via COMTEX/ --

Nordstrom, Inc., a leading fashion specialty retailer, and the American Diabetes Association announced today that they are teaming up during Hispanic Heritage Month (September 15 through October 15) to help raise awareness of type 2 diabetes, which affects nearly one in two people of Hispanic/Latino descent. Many do not know they have it, making this a pressing health issue in our communities.

As part of its 2011 "Living Well" initiative, Nordstrom is giving people an easy way to learn more about their risk for type 2 diabetes and ways to help manage and prevent the disease. A new website, www.nordstrom.com/hhm, provides a chance for people to take action and learn more. For every person who completes a short Diabetes Risk Test at www.nordstrom.com/hhm from September 15 through October 15, Nordstrom will make a \$5 donation, up to \$75,000, to the Association's *Ferías de Salud-Por tu Familia* program. *Ferías de Salud-Por tu Familia* is an outdoor community event that aims to reach the Latino and Hispanic communities with the important message that they may be at risk for diabetes.

"This year we're honored to collaborate with the American Diabetes Association during Hispanic Heritage Month to help provide education and awareness about the impact of diabetes, specifically on the Latino and Hispanic communities," said James Thomas, director of Diversity Affairs at Nordstrom. "Our support of Hispanic Heritage Month is just one part of our efforts to give back in the communities Nordstrom serves. We're glad to have this opportunity to try and make a difference by helping with education, awareness--and ultimately prevention."

The "Living Well" section of the Nordstrom website also features stories from real people whose lives have been impacted by diabetes. Additionally, the company is spreading the word about the initiative with signs in its stores and features in its catalogs to help encourage people to take the Association's Diabetes Risk Test to learn more about whether they're at risk.

"The diabetes epidemic is especially severe in the Hispanic/Latino community," said Victor Gonzalez, MD, Chair, American Diabetes Association's Latino Diabetes Action Council. "Not only do we need to help adults know their risk for type 2 diabetes, we need to create awareness for younger generations in order to change the future of this disease. We are grateful to Nordstrom for their efforts to raise awareness and raise funds that will help to stop diabetes."

For more information about Nordstrom's recognition of Hispanic Heritage Month and other heritage months throughout 2011, please visit www.nordstrom.com/livingwell.

About the American Diabetes Association:

The American Diabetes Association is leading the fight to stop diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org.

About Nordstrom, Inc.:

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 218 stores in 29 states, including 115 full-line stores, 99 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. Nordstrom also serves customers through Nordstrom.com and through its catalogs. Additionally, the Company operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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