

NORDSTROM

Nordstrom Introduces iPad App

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SEATTLE, Aug. 16, 2012 /PRNewswire/ -- Seattle-based [Nordstrom, Inc.](#), (NYSE: JWN) has launched a new iPad app to give customers a convenient and fun way to shop from Nordstrom using the device. The [Nordstrom app](#) is now available for free through the Apple iTunes store.

The app was designed to offer a simple, fast and intuitive way to browse and buy merchandise on the iPad. The company plans to introduce additional features and functionality with subsequent updates to the app. A few of the unique features available with launch of the app include:

- *The Dressing Room*: This feature offers customers an interactive way to create and save multiple looks by double-tapping or dragging items to the Dressing Room canvas. Customers can resize images, add or delete items, and view product details to create up to 75 unique looks. Items placed in the Dressing Room can then be instantly added to the customer's shopping bag.
- *Customizable Homepage*: Customers can personalize their homepage by selecting which departments they would like to see on their home screen, including the ability to view items from their Dressing Room as well as Nordstrom catalogs.
- *Social Sharing*: The Nordstrom iPad app makes it easy for customers to instantly share any of their favorite products via Facebook, Twitter, or email.

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 231 stores in 31 states, including 117 full-line stores, 110 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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