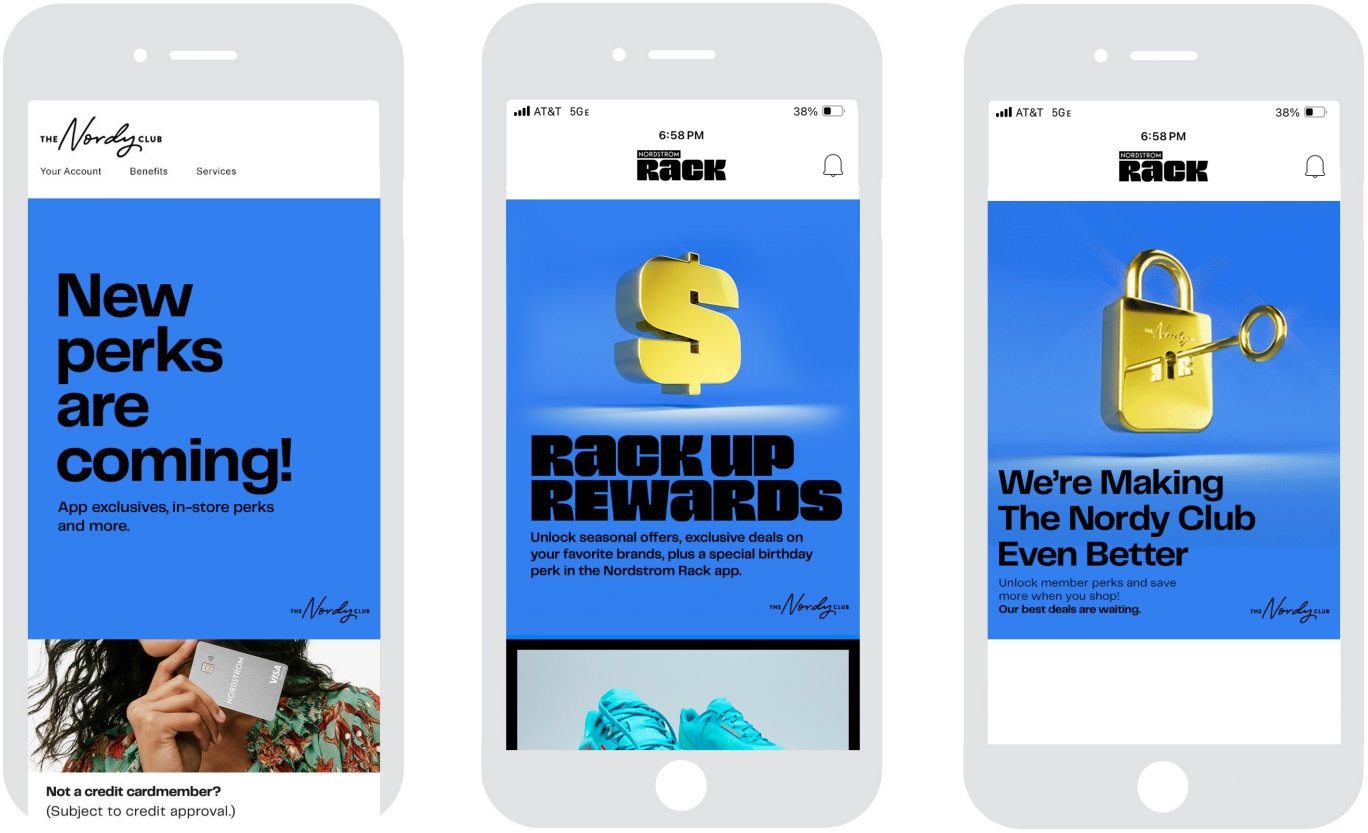
NORDSTROM

Nordstrom Rack Introduces Richer Loyalty Benefits as Part of The Nordy Club

April 25, 2025 at 10:00 AM PDT



Nordstrom Rack is introducing new and richer benefits as part of The Nordy Club – Nordstrom's customer loyalty program – on June 3, giving members the opportunity to unlock even more value and more perks each time they shop at Nordstrom Rack. The revamped program will feature instant discounts for Nordstrom cardmembers, special promotions, early access to new arrivals and more.

"We are excited to introduce new benefits specifically designed for Nordstrom Rack customers, offering more immediate savings on the brands they love," said Deniz Anders, executive vice president and chief marketing officer at Nordstrom. "The new benefits deliver more value, providing instant discounts, special promotions, and early access to new arrivals and sales."

What's different?
The Nordy Club experience will feel seamless for our customers shopping Nordstrom and Nordstrom Rack, with Nordstrom Rack customers now enjoying tailored benefits that offer greater value.

The program is designed to offer customers more immediate discounts, including an instant 5% off every purchase (except gift card) when using their Nordstrom credit card at Nordstrom Rack stores, on NordstromRack.com or on the Nordstrom Rack app. Members will also receive exclusive, seasonal offers, including surprise discount codes and exclusive deals on brands they love. Members will also receive a surprise birthday perk in the Nordstrom Rack app.

Members will have the option to receive app notifications to shop new in-store arrivals from their favorite brands before anyone else and can take advantage of convenient services like Buy Online Pick-up in Store (BOPUS), now available in all Nordstrom Rack stores.

While points will no longer be earned on Nordstrom Rack purchases, points can still be earned at Nordstrom and on Nordstrom Visa purchases outside of Nordstrom, and customers can continue to redeem their Nordstrom Notes at both Nordstrom and Nordstrom Rack.

Here are the specifics:

- **5% Off for Credit Cardmembers:** Customers will receive an instant 5% discount on every purchase (excluding gift card purchases) when using their Nordstrom credit card at Nordstrom Rack stores, on NordstromRack.com or the Nordstrom Rack app. There is no spending threshold to receive the discount, and customers will see their total savings on their receipt. Previously, cardholders at Rack would receive 2-3 pts per dollar which would be a 2-3% value back in a Nordstrom note to use on future purchases. Under this new benefit, the 5% discount is a richer offer and provides immediate savings

on every purchase.

- **Rack Up Rewards:** All Nordy Club members will unlock seasonal offers at Nordstrom Rack, including surprise discount codes and exclusive deals on brands. Plus, they will enjoy a special birthday perk in the Nordstrom Rack app.
- **Shop It First:** Nordy Club members will get app notifications for new in-store arrivals from their favorite brands at their local Nordstrom Rack store before anyone else, with convenient services like Buy Online Pick-up in Store (BOPUS) available. Members will also continue to receive early access to sales, including Clear the Rack and other events.
- **Earnings Points When Shopping with Us:** Beginning June 3, customers will no longer earn points at Nordstrom Rack and Nordstromrack.com stores. This change applies to all The Nordy Club members and cardmembers. Customer spend at Nordstrom Rack will still count towards their loyalty status if they're a Nordy Club member or cardmember! Notes are still redeemable at Nordstrom Rack.

Plus, more rewards with your Nordstrom credit card:

- **Purchases Outside Nordstrom:** Customers with a Nordstrom Visa card will earn loyalty status based on current-year inside spend, and all outside spend beginning on June 3 and forward will count for the 2025 year—and all the perks that come with it! Including outside spending towards customer status allows them to earn rewards faster and enjoy more benefits at Nordstrom.
- **More Points When Shopping Outside Nordstrom:** When customers use their Nordstrom Visa credit card, they'll earn two points per dollar when shopping select categories like groceries, gas dining and streaming services. Customers will continue to earn one point per dollar on general retail, travel and other everyday expenses when they use their Nordstrom Visa card. We've heard from customers they want the opportunity to earn notes faster by earning more points on their everyday categories outside Nordstrom.
- **Earning Points When Shopping with Us:** While spending at Nordstrom Rack stores will still count toward customers' Nordy Club status, points will no longer be earned from purchases at these stores or on NordstromRack.com. Customers will continue to earn points on purchases made on Nordstrom.com and in Nordstrom stores. Again, this change is recognizing our customers are looking for more value and discounts on great product when shopping Rack.

To learn more about The Nordy Club and these exciting updates, please visit the FAQ page here.