



## The Nordy Club Overview

As part of its continued evolution to offer the best possible service to customers, Nordstrom, Inc. launched its new customer loyalty program, **The Nordy Club**. The Nordy Club combines the traditional point system of the Nordstrom Rewards program with enhanced services, experiences and faster rewards and status advancement.

### LAUNCH DATE:

October 17, 2018

### STATUSES:

Customers can enroll in the Nordy Club through the [Nordstrom.com website](http://Nordstrom.com). Once a member, card and non-cardholders can unlock statuses\* and access new services and experiences:

Member (\$0 - \$500)	Insider (\$500+)	Influencer (\$2,000+)	Ambassador (\$5,000+)
<ul style="list-style-type: none"> <li>• First to shop new brand launches</li> <li>• Access to beauty and style workshops</li> <li>• Free basic alterations</li> <li>• Reserve Online and Try on In-Store</li> <li>• Curbside Pickup</li> </ul>	<ul style="list-style-type: none"> <li>• Member benefits plus:</li> <li>• A personal bonus points day</li> <li>• “First to Shop” Clear the Rack sale events</li> </ul>	<ul style="list-style-type: none"> <li>• Member benefits plus:</li> <li>• Two personal bonus points day</li> <li>• Priority access to style events</li> </ul>	<ul style="list-style-type: none"> <li>• Member benefits plus:</li> <li>• Three personal bonus points day</li> <li>• Access to invite-only events</li> <li>• Nordstrom to You in-home styling appointments</li> </ul>

### APP FIRST:

*Centralized app and dashboard help members see and use Notes in real-time*

- With the Nordy Club, customers will be able to see and use rewards in real time and redeem points faster– in increments of \$5, \$10, \$15 or wait to be issued a \$20 Note.
- An integrated, all-encompassing dashboard will be available on the Nordstrom App to allow customers to easily interact with the program – knowing their status, points balance and spend to next level at all times as well as schedule their Personal Double Points Days.

### CARDHOLDERS:

*Nordstrom credit card unlocks additional benefits*

- All Nordstrom cardmembers will start at the Insider level, given a \$40 Bonus Note, and receive a \$100 alteration credit –which increases by \$100 each time they advance in status.
- For customers using their Nordstrom Visa card at other establishments where Visa is accepted, they will earn two points per dollar on dining, entertainment and travel, and one point per dollar on all other spending.
- Customers can apply for a Nordstrom credit card on the [Nordstrom.com website](http://Nordstrom.com)

*\* There’s also an invite-only Icon status for top Nordstrom Cardmembers.*