

# NORDSTROM

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**CONTACT:** Karin Muskopf  
Nordstrom, Inc.  
[nordstrompr@nordstrom.com](mailto:nordstrompr@nordstrom.com)  
1-877-746-6228

## WELCOME TO THE NORDY CLUB

*Sign-up today to earn rewards with the new loyalty program from Nordstrom*

**WHAT:** Leading fashion retailer Nordstrom announced the availability of its new loyalty program, [The Nordy Club](#) today. The program incorporates a traditional point system and offers customers personalized and enhanced service and experiences including exclusive access to product launches and events, along with more convenient ways to shop.

The Nordy Club has four published levels based on annual spend:

- *Member (\$0 - 500):* All Members get "First to Shop" select brand and product launches, access to beauty and style workshops, free basic alterations, and can reserve online and try on in-store or use curbside pick-up.
- *Insider (\$500+):* Member benefits plus a personal bonus points day and "First to Shop" Clear the Rack sale events.
- *Influencer (\$2,000+):* Insider benefits plus an additional personal bonus points day and priority access to style events.
- *Ambassador (\$5,000+):* Influencer benefits plus a total of three personal bonus points days, access to invite-only events, and the use of Nordstrom to You – In Home Stylists.

There is also an invite-only Icon status for top Nordstrom Cardmembers, giving access to more exclusive experiences.

**WHEN:** October 17, 2018

**WHY:** By joining the Nordy Club, customers will:

- Earn points faster and gain additional access to services and personalized experiences no matter how they choose to shop.
- Earn Nordstrom Notes faster through the addition of \$5, \$10, and \$15 Notes.
- Easily access their personalized, real-time updated dashboard through the Nordstrom app to view their latest status, points balance and spend-to-next-level information.

**WHERE:** [Nordstrom.com/jointheclub](http://Nordstrom.com/jointheclub)

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### **About Nordstrom**

Nordstrom, Inc. is a leading fashion retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 379 stores in 40 states, including 122 full-line stores in the United States, Canada and Puerto Rico; 243 Nordstrom Rack stores; three [Jeffrey](#) boutiques; two clearance stores; six Trunk Club clubhouses; and three Nordstrom Local service concepts. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#), [HauteLook](#) and [TrunkClub.com](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.