

NORDSTROM

This October, Nordstrom Offers Free Bra to Breast Cancer Survivors

October 1, 2003 at 6:38 PM EDT

Products, Services and Events Provide Support to Survivors and Promote Awareness

SEATTLE, Oct 1, 2003 /PRNewswire-FirstCall via COMTEX/ -- During October, Nordstrom Lingerie departments will highlight their commitment to serving the needs of women who've undergone breast surgery by giving them a complimentary Amoena bra during a scheduled prosthesis fitting. Nordstrom certified fitters offer free confidential, expert assistance in working with a range of prosthesis products including mastectomy bras, breast forms, equalizers, as well as complimentary pocketing for its vast selection of beautiful fashion bras. For customers' convenience, Nordstrom offers assistance with Medicare claim filing using electronic billing, and is a participating provider for select insurance companies in each region it serves.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>)

Other Events

During the month of October, Nordstrom will highlight products, services and events that promote overall well-being in body, mind and spirit.

Throughout the month of October, Nordstrom and Wacoal will continue to host Fit for the Cure(R) events at select stores. Nordstrom encourages all women to be professionally fitted once a year and with each bra fitting during the event, Nordstrom and Wacoal will each donate \$1 to the Susan G. Komen Breast Cancer Foundation.

On October 9, Nordstrom will buy customers a drink -- of pink-labeled, mountain spring bottled water -- as a quick refresher on the health and beauty benefits of staying well-hydrated. Bottles will be distributed at the main entrance of all Nordstrom stores while supplies last.

On October 23, the Cosmetics department of Nordstrom stores nationwide will provide a visible reminder that taking time out to take care of themselves and enjoy the lighter side of life is a bright idea -- by distributing complimentary pink light bulbs designed to shed a soft and flattering glow. Why Pink? Researchers believe pink helps relax muscles, relieve tension and ease stress on the immune system. Pink light has been used in healing skin injuries and in stress management therapy. Less scientifically, the color pink has long been associated with positive, pleasant attributes: romance, friendship, affection, peace, femininity, softness, creativity, youth, health, beauty, optimism and tranquility.

For more specific information on products and events including Fit for the Cure(R), customers can contact the Cosmetics, or Lingerie department of the nearest Nordstrom or visit www.nordstrom.com during the month of October.

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 147 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 91 full-line stores, 49 Nordstrom Racks, five Faconnable boutiques, one free-standing shoe store, and one clearance store. Nordstrom also operates 31 international Faconnable boutiques, primarily in Europe. Additionally, Nordstrom serves customers through its online presence at <http://www.nordstrom.com> and through its direct mail catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

CONTACT: Deniz Anders of Nordstrom, Inc., +1-206-373-3034.

SOURCE Nordstrom, Inc.

Deniz Anders of Nordstrom, Inc., +1-206-373-3034

/Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>

AP Archive: <http://photoarchive.ap.org>

PRN Photo Desk, 1-888-776-6555 or +1-212-782-2840

<http://www.nordstrom.com>