

NORDSTROM

Nordstrom to Use 30 Percent PCW, FSC-Certified Paper and Sourcing in Catalogs

March 7, 2007 at 10:01 AM EST

SEATTLE, March 7 /PRNewswire-FirstCall/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN), announced today that it will be incorporating more environmentally sound practices into its catalog program. Nordstrom will be the first among its peers in fashion specialty retail to print on Forest Stewardship Council (FSC)-certified stock with 30 percent post-consumer waste (PCW).

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

Starting in April, the company will source all of its catalogs, its internal company newsletter distributed to 55,000 employees and its annual report on paper containing 30 percent PCW from suppliers certified by the FSC. In addition, virtually all of the company's printing partners will be FSC-certified. FSC certification ensures, through independent third-party audits, that Nordstrom suppliers source their paper from well-managed forests that adhere to strict environmental and socioeconomic standards.

As part of its marketing efforts, Nordstrom sends catalogs approximately once a month to customers who can shop in-store, online or by phone. The number of catalogs distributed by the company has decreased significantly over the last two years due to the company's improved ability to reach its customers through a more targeted approach.

"We realize the number of catalogs we send out and the kind of paper we use directly affects the environment," said Linda Finn, executive vice president of marketing for Nordstrom. "Our goal is to keep Nordstrom customers updated on the latest in fashion and inspire them to shop with us, but we want to do that in a way we can all feel good about."

Through its merchant partner, Strategic Paper Group, the company is sourcing paper from Stora Enso, an integrated paper, packaging and forest products company. Stora Enso produces publication and fine paper, packaging board and wood products and is recognized as a global leader in sustainability. In 2006, Stora Enso introduced the Arbor line of products to the North American market. Designed to optimize forest conservation without sacrificing print production values, the Arbor line provides higher recycle content and is FSC-certified.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 155 U.S. stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 98 Full-Line Stores, 50 Nordstrom Racks, four Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 36 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online store at www.nordstrom.com and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

MEDIA CONTACT: Deniz Anders
Nordstrom, Inc.
(206) 373-3038

SOURCE Nordstrom, Inc.
03/07/2007

CONTACT: Deniz Anders of Nordstrom, Inc., +1-206-373-3038
Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO>
AP Archive: <http://photoarchive.ap.org>
PRN Photo Desk photodesk@prnewswire.com
Web site: <http://www.nordstrom.com>