



Games That Are Good For You™

For Immediate Release

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**Nordstrom Commits to Sell Revolutionary Home Fitness Game
Yourself!Fitness in all locations
First fitness game for Xbox® is also first video game at Nordstrom**

Portland, OR – October 7, 2004 – Yourself!Fitness, the first game to combine home health and fitness with the power of the Xbox® video game system from Microsoft, will be sold at Nordstrom stores nationwide in the Women's Active Department.

Seattle-based Nordstrom, Inc., a leading fashion specialty retailer, is now taking advance orders of Yourself!Fitness in the Women's Active Department and will begin carrying Yourself!Fitness in all 94 locations nationwide beginning October 8. The partnership with responDESIGN, the publisher of Yourself!Fitness, highlights Nordstrom's dedication to women's fitness and well-being.

"Nordstrom is committed to bringing our customers the latest products in sports and active wear. As a part of that commitment, we believe that Yourself!Fitness provides a new and exciting opportunity to help our customers keep fit and maintain an active and healthy lifestyle," said Tonja Kuntz, Vice President CMM Active, Hosiery, Lingerie.

Select Nordstrom locations nation-wide will hold "Exercise and Well-Being Sessions" to boost visibility for Yourself!Fitness and the virtual personal trainer "Maya." Yourself!Fitness representatives will offer a demonstration of the game and guide customers through a preview of the program on an Xbox. Bally Total Fitness is also partnering for these events. On-site trainers will offer a free fitness evaluation and give away two week passes — valid at all Bally's locations. Additional exercise demonstrations, on-site sweepstakes, gift bags and more will be part of the fun at these Nordstrom events. responDESIGN, the publisher of Yourself!Fitness will give away one copy of the game everyday in the month of October as part of the "Get Motivated" campaign at www.yourselffitness.com. Visitors to the website will be able to purchase the game online as well as sign up for additional promotions, newsletters and tips from Maya. For each copy of the game sold through www.yourselffitness.com responDESIGN will make a \$3 donation to women's health initiatives.

Yourself!Fitness will also be available for the Personal Computer (PC) November 1 and for the Sony Playstation 2 in January 2005.

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 149 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 93 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. For more information please contact Brooke White at 206-373-3030.

Founded in 2003 by Ted Spooner and Phin Barnes, responDESIGN is a privately held corporation based in Portland, Oregon. responDESIGN's mission is to unlock the power of the game console by building "Games That Are Good For You." For more information please go to www.responDESIGN.com.

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.



Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries

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