

## News Release

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### **'Breaking Dawn' Book Release Parties at Over 900 Borders and Waldenbooks Stores Are Just Days Away**

Costume contests, trivia from top fan site Twilight Lexicon and 'Jacob vs. Edward' debates to highlight 'Night with a Bite' parties nationwide

**ANN ARBOR, Mich., July 30, 2008** – Thousands of eager Stephenie Meyer fans are expected to turn out at more than 900 Borders and Waldenbooks stores nationwide Friday, August 1 for “Breaking Dawn” book release parties that begin at 9:30 p.m. and culminate with the official release of the highly anticipated fourth and final book in Stephenie Meyer’s bestselling “Twilight” series, which officially goes on sale at 12:01 a.m. Saturday, August 2. Party information, including party locations, is available at <http://www.bordersmedia.com/meyer/events.asp>.

Themed “From Twilight til Dawn: A Night with a Bite,” all of the parties at Borders and Waldenbooks stores will include costume contests, trivia competitions with questions from top fan site Twilight Lexicon (<http://www.twilightlexicon.com>), and lively debates on whether protagonist Bella will choose a life with Edward or Jacob.

In addition to these activities, many stores are adding to the fun:

- At Borders in Braintree, Mass., a D.J. will spin tunes and there will be dancing under a huge parking lot tent. Artists will create airbrushed tattoos and a local radio station will broadcast live from the party.
- In New York City, Borders at Penn Plaza will honor one special guest—a sweepstakes winner who will arrive at Borders immediately after meeting Stephenie Meyer in person at the nearby Nokia Theater where publisher Little Brown/Hachette is hosting a Stephenie Meyer concert event. In addition, the editors from Twilight Lexicon are personally presiding over the “So You’re in Love with a Vampire?” trivia contest using questions they created and filming the contest for airing later on their Web site. At Borders Columbus Circle, partygoers will have the opportunity at noon Friday, August 1 to attend a live podcast hosted by the leading Stephenie Meyer fan sites and can exercise their creativity on the “Love Bites” graffiti wall later that night.

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- Chicago area fans at the Borders store in LaGrange, Ill., will delight in getting their fortunes told as part of the “Go Ask Alice” activity and will enjoy bloody vampire drinks (red snow-cones) in the cafe where they can also play Guitar Hero and enjoy karaoke.
- In St. Peters, Mo., Borders customers who want to test their vampire skills can take a bite from a juicy red apple and have the bite radius measured—biggest bite wins a prize!
- Borders in Tallahassee, Fla., will offer partygoers an opportunity to design Bella’s wedding gown as part of the “You’ve Waited an Eternity” activity.
- In Minnetonka, Minn., there will be a vampires versus werewolves chess game at Borders in keeping with the cover art for the “Breaking Dawn” book. Partygoers will be the chess pieces!

“Now that we are just days away from the ‘Breaking Dawn’ parties and the book’s release, excitement among our customers and our store teams is hitting a fever pitch,” said Borders Group’s Senior Vice President of Merchandising Linda Jones. “The creativity and energy being invested in the parties is a reflection of just how thrilled Borders and Waldenbooks stores are to greet this book with the fanfare it deserves and to give our customers an experience they will truly remember for a lifetime.”

### About Borders Group, Inc.

Headquartered in Ann Arbor, Mich., Borders Group, Inc. (NYSE: BGP), is a leading retailer of books, music and movies with more than 28,000 employees. Through its subsidiaries, the company operates more than 1,100 stores primarily under the Borders® and Waldenbooks® brand names and recently launched Borders.com for online shopping. For more information, visit [www.borders.com/aboutus](http://www.borders.com/aboutus).

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