

# BORDERS®



## About Borders Group, Inc.

### Headquarters

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**Michael Edwards**  
President and Chief Executive  
Officer

**Glen Tomaszewski**  
Interim Chief Financial Officer

**Scott Laverty**  
Chief Information Officer

**Thomas Carney**  
Senior Vice President, General  
Counsel and Secretary

**Bill Dandy**  
Senior Vice President, Marketing

**Michele Delahunty-Cloutier**  
Executive Vice President, Chief  
Merchandising Officer

### Company Overview

Headquartered in Ann Arbor, Mich., Borders Group, Inc. is a publicly held company with 2009 consolidated sales through its subsidiaries of \$2.8 billion. The company's stock trades on the New York Stock Exchange under the symbol BGP.

Through its subsidiaries, Borders Group employs approximately 19,500 people and operates over 700 stores worldwide, including more than 500 Borders superstores in the U.S.; 3 Borders stores in Puerto Rico; and approximately 168 stores within its Waldenbooks Specialty Retail segment.

Borders stores provide millions of customers with a rich shopping experience. In addition to offering a vast assortment of books, music, movies and other entertainment items, Borders stores provide a relaxing and engaging atmosphere where customers can browse a vast inventory of titles, meet up with friends and family over a cup of coffee, enjoy a special in-store event, or participate in a community-centered activity.

## **Additional Facts about Borders stores**

- Borders operates 506 Borders superstores in the U.S. Each is distinctive in appearance and architecture and is designed to complement its local surroundings.
- Borders staff is always happy to help customers find what they're looking for. The retailer takes special care to employ a knowledgeable and diverse staff with a passion for books and entertainment, and who reflect the diverse communities that Borders serves.
- The largest Borders superstores stock up to 141,000 titles across numerous categories including many hard-to-find titles. In all Borders stores the titles reflect the interests of the communities they serve. More than half of all titles are unique to each store.
- Borders superstores average 24,800 square feet in size.
- Virtually all Borders superstores feature Seattle's Best Coffee® cafes. Approximately 1,800 square feet of a typical superstore is dedicated to the cafe.
- Nearly all Borders superstores feature Paperchase shops, which sell unique and fashion-driven stationery, gift packaging, greeting cards, art paper and materials, seasonal items and other gifts.
- Borders stores host thousands of in-store events throughout the year including author readings and signings, music performances, children's storytime events and other gatherings, bringing together members of the community to enjoy the knowledge and entertainment Borders stores provide.
- Borders Group also operates 76 Waldenbooks stores; 64 Borders Express stores; 26 Borders airport stores; and approximately 500 Day by Day Calendar Co. seasonal kiosks that operate during the holidays. Waldenbooks Specialty Retail stores average approximately 1,300 square feet in size and carry an average of 13,500 titles, ranging from 5,500 in an airport store to 19,000 in large format stores.

## **Borders Rewards**

Borders recently unveiled its new Rewards loyalty program, bringing Borders customers more choices, richer benefits and better savings. Consumers can now choose from two forms of Rewards -- a free, enhanced Rewards program, or the new "Borders Rewards Plus" program, which for \$20 per year delivers savings on nearly all Borders merchandise, and free shipping on virtually all online orders. Borders is the only major bookseller to provide consumers with a choice of loyalty programs. For more information on Rewards, click [here](#).

## **e-Books and e-Readers**

Borders teamed with global eReading service Kobo to launch the [Borders branded e-Book store](#), which supports multiple e-Reading platforms. In line with its device-neutral philosophy, Borders is offering a number of e-Readers that fit virtually any budget. In September, the retailer is rolling out Area-e sections in Borders stores – digital boutiques that will house e-Reading devices as well as complementary accessories.