

# BORDERS®



## About Borders Rewards®

Launched in 2006, the Borders Rewards® customer loyalty program has more than 36 million members as of Jan. 2010, and is growing by thousands of new members each week

- Membership in Borders Rewards is free, with no enrollment costs or annual fees. For every \$150 members spend at Borders or Waldenbooks, they earn \$5 in Borders Bucks to spend later in store or online at Borders.com.
- Borders Rewards members receive regular discounts and valuable coupons in the "Shortlist," a weekly e-mail that also features hot new book, CD and DVD titles, thoughtful recommendations as well as links to Borders' exclusive entertainment programming and content including "Borders Book Club," "Live at 01" and "Borders Kitchen," and other programs that Borders produces.
- To join the Rewards program, customers can join online at Borders.com or they can pick up a free Borders Rewards card at any store and enroll in the program at the point of purchase by simply providing the cashier with a valid email address. After enrolling in the program, members can register their cards online to manage their accounts and receive even more rewards.