

BORDERS.



Borders Group Profile

Borders Group, Inc., (NYSE: BGP) through its subsidiaries Borders, Inc., Waldenbook Book Company, Inc., and others, is a \$2.8 billion retailer of books, music, movies, gifts and stationery headquartered in Ann Arbor, Michigan.

Borders touches customers' lives daily through entertainment, education and inspiration. More than 650 Borders, Borders Express, and Waldenbooks stores in the U.S. provide millions of customers with a rich and engaging shopping experience. Borders stores carry up to 192,000 book, music and movie titles and other entertainment items, backed up by the industry's only "In-Stock Guarantee," where if a customer cannot find something in store and it's available on Borders.com, Borders will get it and the shipping is free.

Borders has launched an e-Book store with more than 1.5 million titles as well as several reading applications. The company has also introduced a paid loyalty program – Borders Rewards Plus – and has enhanced its free Borders Rewards program to provide customers even more value and savings opportunities. Borders is the only retailer in the book industry to offer a choice of loyalty programs.

In addition to a vast inventory of titles, each year Borders stores host thousands of enriching national and local events and honor special groups like educators and the military with special discounts tailored just for them. Borders' commitment to communities nationwide extends beyond discounts. Through its semi-annual book drives, Borders has donated millions of books to charitable causes during the past several years. It also donates unsold, non returnable items from its stores to local nonprofit organizations through its partnership with Gifts In Kind International, a leading charitable organization in the product giving field.

Chief Executive Officer for
Borders, Inc.

Mike Edwards
[Executive Leadership Team Members](#)

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Web address

www.borders.com

Stock exchange listing

BGP (NYSE)

Business segments

Borders Domestic Superstores

- 506 superstores throughout the U.S.
- Virtually all superstores feature Seattle's Best Coffee cafes and Paperchase gifts and stationery shops.
- Waldenbooks stores (76 locations)
- Borders Express stores (64 locations)
- Borders airport stores (26 locations)
- Borders Outlet stores (2 locations)
- Day by Day Calendar Co. seasonal kiosks operated at holiday time (over 500)

Borders also operates superstores outside the U.S. including 3 stores in Puerto Rico.

Franchise Operations

Malaysia (5 superstores) – operated by Berjaya Group

GCC (Dubai, Middle East, etc.) (11 superstores) – operated by Al Maya

2009 global revenues

\$2.8 billion

Number of employees worldwide

Approximately 19,500