



Borders.com fact sheet



The Borders Cross-Channel Experience

Borders is bringing the new Borders.com site to existing self-serve computer kiosks in its stores nationwide, enabling customers to shop online right in the store. By making Borders.com available in store, and thus giving customers the option to shop anywhere and anytime, Borders is extending the Borders brand experience across multiple channels and delivering a true cross-channel experience for customers.

- **Familiarity and comfort**—For years Borders has had existing self-serve computer kiosks in stores which are Web enabled. Customers are already familiar with using these kiosks to locate items within our stores, check inventory at neighboring stores, and learn about in-store events.
- **Buy online right in the store**—With Borders.com available in-stores, if customers can't find an item in the store, they can simply access Borders.com on a computer kiosk located in the store to order the item online and have it shipped to their home or back to the store.
- **Borders Media**—Borders brings the excitement and intimacy of an in-store event to customers via Borders Media, exclusive and original video programming created by Borders. Customers can catch their favorite musical artists including Joss Stone and Gomez performing at Borders first store in Ann Arbor on “Live at 01,” one of many Borders Media programs available for enjoyment at Borders.com.
- **Wish lists accessible in store—and online**—Customers often jot down items of interest on scraps of paper that they'll later fish around for in pockets and hand bags when they come into the store to purchase them. Now, customers will be able to create a wish list from home or work and access their list on the computer kiosk within Borders stores. They simply come in, look up their wish list, print it and go shopping. Wish lists can also be emailed directly to the in-boxes of friends and family.
- **“Send to a Friend”**—If customers find a great book, CD or DVD in a Borders store, and they want to recommend the item to a friend or family member on the spot, they simply need to access Borders.com in the store on a computer kiosk, find the item online, and use the great looking “Send to a Friend” email format to tell the friend or family member about the item. Of course, they can use the “Send to a Friend” email format for every section of Borders.com, whether sharing with a friend a favorite video clip of an artist or author from “Borders Live at 01” or “Borders Book Club,” or a great-sounding recipe from “Borders Kitchen.”

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- **Staff and customer recommendations**—Customers in Borders stores who want to find out what others might be saying about a book, CD or DVD can access staff and customer recommendations about that particular item on Borders.com. Borders employs some of the most knowledgeable people in the industry who are more than willing to share their recommendations with customers. If they can't find a recommendation about the item for which they are looking, they might be inspired to purchase something else after reading other recommendations.

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