



# Borders.com faq



**Q: Why did Borders decide to launch its own site versus continuing the relationship with Amazon.com?**

A: E-commerce for Borders has been operated by Amazon.com since 2001. This agreement, while it served a purpose at the time, was not meeting our business needs or the needs of our customers. By having our own e-commerce site, we can serve our customers better, increase our sales and profits, and—with our capability to bring our new Borders.com site into our stores on existing computer kiosks—we can creatively combine online and our stores to give customers an elevated experience that we believe they'll find more satisfying than anything else in bookselling today.

**Q: How long did it take to develop the site?**

A: About 18 months.

**Q: What are some of the site's most unique features?**

A: The Borders.com site has many unique and innovative features that bring a real bookstore experience online, among them:

- **The Magic Shelf**—The Magic Shelf is a realistic looking virtual bookshelf—actually 20 shelves in all – that enables customers to browse titles much the same way they would look for books, music and movies in our stores on bookshelves and display tables. The Magic Shelf can be moved side to side and up and down enabling customers to look at the latest titles. With the “Picked for You” feature, the Magic Shelf can be customized according to a customer’s interests. Customers simply select categories of interest—such as mystery books, jazz music or foreign films. Then—true to its name—the Magic Shelf loads instantaneously, stocking the “Picked for You Shelf” with titles uniquely suited to the interests of the customer. Once preferences have been selected, when the customer returns to Borders.com, the “Picked for You Shelf” will be restocked with a relevant and personalized selection of titles that is refreshed from week to week.
- **Borders Media**—Another great feature on the Borders.com site is Borders Media, a collection of exclusive and original video programs created by Borders and available on the new site. Borders was the first in the bookselling industry to develop and share this type of proprietary programming beginning in 2007. Borders Media features hundreds of high quality professionally produced programs such as “Borders Book Club,” “Live at 01,” and “Borders Kitchen.” These programs offer insight and entertainment that simply can’t be found anywhere else.

**Q: How many products does the new site carry?**

A: Millions! The site features over two million new book titles, 400,000 new music titles and over 100,000 new movie titles. The site also features Borders Marketplace, a used bookstore in partnership with Alibris that carries millions of used, out-of print and rare titles.

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**Q: Will customers be able to use the Borders Rewards program online?**

**A:** Yes. Since 2006, Borders has offered customers free membership in Borders Rewards<sup>®</sup>, Borders' loyalty program, which now has more than 26 million members. Until now, Rewards members could only earn and redeem their "Borders Bucks" and Rewards coupons in our stores. With the advent of the new Borders.com site, customers can take full advantage of the program online as well. In addition, when Borders Rewards members receive their weekly "Borders Shortlist" email, they will continue to receive direct links to Borders Media programming. Now, after viewing a Borders Media episode or segment, customers will be able to enjoy the convenience of immediately ordering the book, CD or DVD by the featured author or artist.

**Q: Will customers be able to access Borders.com site in Borders stores?**

**A:** Yes. Borders stores nationwide have existing self-serve computer kiosks that will soon feature access to Borders.com. Customers can order online if they can't find an item in the store and have that item shipped to their home or back to the store. They can even create a wish list online at home and come to the store to access and print it.

**Q: Will you sell used books on the site?**

**A:** Yes. We will sell used books, music and movies through a partnership with Alibris at a site called Borders Marketplace. Customers can access the site by clicking on the "books tab" and selecting the "used books" link at the top of the page.

**Q: Will you sell Bargain books online?**

**A:** Not initially at launch, but we are contemplating making them available online in the future.

**Q: Will you sell music downloads on the new Borders.com?**

**A:** At launch, the new site will not sell music downloads, but that is a service Borders is contemplating for the future.

**Q: Can you access a family member or friend's wish list in the store?**

**A:** Not at present, but we are working on a gift registry that will be available in the future.

**Q: Will each Borders store have a profile of its location on the site?**

**A:** Yes, full information on each store is provided including a profile of the store written by its general manager.

**Q: Where is fulfillment for Borders.com orders being handled?**

**A:** Our primary fulfillment partner is Baker & Taylor, a nationally recognized distributor with five warehouses throughout the country.

**Q: What are shipping charges on Borders.com?**

**A:** Shipping to a Borders store is free. Shipping to other destinations is free for orders over \$25. For orders under \$25, there is a pricing structure that varies by items per order, shipping types, etc., but shipping through Borders.com overall is based on pass-through pricing...just covering costs.

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