

News Release

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Borders® and Waldenbooks® Stores to Celebrate Release of Stephenie Meyer's 'Breaking Dawn' with 'Twilight til Dawn' Parties August 1

ANN ARBOR, Mich., June 25, 2008 – More than 900 Borders and Waldenbooks stores across the country will celebrate the highly anticipated release of “Breaking Dawn,” the fourth and final book in Stephenie Meyer’s bestselling vampire-inspired “Twilight” series, with exciting in-store book release parties beginning at 10 p.m. Friday, August 1 and culminating at midnight when the book officially goes on sale. The Borders and Waldenbooks parties, themed “From Twilight til Dawn: A Night with a Bite,” will include costume contests, trivia contests and lively debates on themes from the book series. To locate a participating Borders or Waldenbooks store, visit www.Borders.com.

All Borders and Waldenbooks customers are encouraged to attend the free parties dressed as characters from the book series to participate in the “Supernatural Soiree” costume contest. The fun begins at 10 p.m. with the “So You’re in Love with a Vampire?” trivia contest using questions supplied from the editors at www.TwilightLexicon.com, the official Stephenie Meyer fan-sponsored Web site. Customers will also have the opportunity to decide who the character Bella will choose for her true love – Jacob or Edward – during the “Love Is Perfectly Paranormal” debate. Throughout the “From Twilight til Dawn” parties, there will be prizes for contest winners, including special souvenirs and a chance to be first in line at midnight to purchase the book. Of course, the party excitement culminates at the stroke of midnight when the

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Borders “From Twilight til Dawn” Party – 2

book officially goes on sale and customers can finally purchase their long-awaited copies. In fact, customers can pre-order copies of “Breaking Dawn” prior to July 27 at Borders and Waldenbooks stores or online at www.BordersMedia.com/Meyer for pick-up at midnight during the parties.

“We’re excited to bring our customers together in a fun atmosphere to countdown the midnight release of ‘Breaking Dawn’ with parties for Stephenie Meyer fans of all ages,” said Linda Jones, Borders Group’s senior vice president for merchandising. “We’re confident that our ‘From Twilight til Dawn’ parties will ‘Eclipse’ all other ‘Breaking Dawn’ parties for a memorable night of supernatural fun.”

Customers eagerly awaiting the release of “Breaking Dawn” can now watch Meyer discussing her book “Eclipse” with readers on the exclusive “Borders Book Club” video program or can check out Meyer’s video interview on “Borders Presents” discussing her book “The Host.” These programs can be seen online at www.BordersMedia.com/Meyer.

About Borders Group, Inc.

Headquartered in Ann Arbor, Mich., Borders Group, Inc. (NYSE: BGP), is a leading retailer of books, music and movies with more than 28,000 employees worldwide. Through its subsidiaries, the company operates more than 1,100 stores primarily under the Borders® and Waldenbooks® brand names and recently launched Borders.com for online shopping. For more information, visit www.borders.com/aboutus.

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