



News Release

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Borders, Waldenbooks and Borders Express, Partnered with KJOY 98.3 FM and Long Island Radio Group, Encourages Customers to Participate in Book Drive by Donating New Children's Books to Reach Out and Read of Greater New York to Help Those in Need

Borders, Waldenbooks and Borders Express on Long Island to donate five percent of the total sales from the books donated for this drive to Reach Out and Read of Greater New York.

Long Island, NY July 10, 2008—August 2008, Borders Long Island, in partnership with Reach Out and Read of Greater New York and Long Island's KJOY 98.3 FM, will host a month long book drive. Reach Out and Read makes literacy promotion a standard part of pediatric primary care. Their efforts promote literacy by encouraging children to grow up with books and a love of reading. Borders, Waldenbooks and Borders Express supports the Long Island community by hosting various book drives and collection campaigns to collect books for distribution to children in need throughout our local towns.

Beginning August 1, through a PSA campaign on KJOY 98.3 FM and Long Island Radio Group, Borders customers on Long Island will be encouraged to donate new children's and young adult books to benefit Reach Out and Read of Greater New York and the children they serve. To assist customers with finding the right books to donate, Borders, Waldenbooks and Borders Express, with the help of Reach Out and Read of Greater New York, will select and design in store displays full of children's books, such as books written by Dr. Seuss, Shel Silverstein and Beverly Cleary, for customers to choose from. Customers can simply pick books from the book drive display, take them to the registers and let the cashier know that they would like to donate them. Customers are also welcome to choose their favorite age appropriate children or young adult book and donate that as well. Borders, Waldenbooks and Borders Express will then give the books to Reach Out and Read of Greater New York. The book drive is set to end August 31.

For list of a few of the books Reach Out and Read of Greater New York would like to receive, please see the attached list.

In addition to offering its store as a gathering place for customer donations, Borders, Waldenbooks and Borders Express on Long Island will donate five percent of its total sales* from the purchase of the books donated by its customers between August 1 and August 31 to Reach Out and Read of Greater New York. Reach Out and Read of Greater New York will then use these funds to promote literacy.

"We are very excited to work with Reach Out and Read of Greater New York for this book drive," said Joe Peralta, district manager for Borders. "Literacy is a cause near and dear to us and as a bookstore, we embrace our role as a contributing member of the community. We believe that every child in need should experience the joy of owning their own book, to aid in the development of their

imagination and open up new worlds for them.” “As part of this community, we want to do what we can to make sure that the children in this area have the tools necessary to shape and define their lives and to help guide them when deciding whom they aspire to be. We feel that reading books certainly helps with this,” Peralta added.

*Borders will donate a total of five percent of the gross sales relating to the book drive. The “gross sales” relating to the book drive shall be the total purchases of books by Borders and Waldenbooks customers, where applicable, during the promotional period (i.e. August 1-August 31, 2008) that are ultimately donated to the organization connected with the book drive.

Books Reach Out and Read of Greater New York would like to have donated during the Borders book drive:

- Chicka Chicka ABC – Bill Martin Jr.
- Good Night Spot – Eric Hill
- Good Night Moon – Margaret Wise Brown
- Clap Hands – Helen Oxenbury
- Mr. Brown Can Moo, Can You? – Theodore Geisel
- Ten Apples Up On Top – Theodore Geisel
- The Very Hungry Caterpillar – Eric Carle
- How do Dinosaurs Say Goodnight? – Jane Yolen
- A Chair for My Mother – Vera B. Williams
- If You Give a Mouse a Cookie – Laura Joffe Numeroff
- Miss Spider’s Tea Party – David Kirk