



## News Release –

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## **Borders® Signs Exclusive Agreement with Ripple to Bring Original Programming to Shoppers through New In-Store TV Network**

*'Borders TV' Enhances Customer Experience and Aligns with Borders' Cross-Channel Retail Strategy While Expanding Ripple's Network Nationwide*

ANN ARBOR, Mich. and EL SEGUNDO, Calif., Nov. 13, 2007 – Borders has signed an agreement with Ripple to launch an in-store television network called “Borders® TV” in the retailer’s superstores nationwide. Borders, a global retailer of books, music and movies, is teaming with Ripple, an interactive network of screens located in community gathering places to inform and entertain consumers, in a unique collaboration to feature Borders’ exclusive, original video content—until now only available on the Web—in conjunction with Ripple’s geographically-targeted lifestyle content. Through this new, cohesive offering, Borders will unite its online and bricks-and-mortar store experiences and cultivate deeper relationships with the communities it serves.

Under the new agreement, tens of millions of Borders customers in 15 of the country’s largest markets, including New York, Chicago, Los Angeles, Dallas, San Francisco, Houston, Phoenix and the Washington, D.C. area, will have access to compelling, original content from Borders and Ripple. Borders exclusive programming includes “Borders Live at 01” and “Borders Presents,” which feature performances by artists such as Joss Stone, Patty Griffin and Gomez, as well as interviews with some of today’s biggest names including former President Bill Clinton,

director Wes Anderson and authors such as Anne Lamott and Calvin Trillin. Original programming also includes the “Borders Book Club,” which offers lively and in-depth group discussions with noted authors such as Elizabeth Gilbert, Khaled Hosseini, Mitch Albom, and Jodi Picoult; the popular self-help series, “Advice for Living with Mel Robbins,” where luminaries like Donald Trump, Mandy Moore and Bill Cosby share their candid, no-nonsense advice for getting the most out of life; and “Borders Kitchen,” featuring cooking demonstrations by some of the world’s most renowned culinary experts, including Nigella Lawson and Lidia Bastianich. Through Ripple’s technology, screens at each Borders store location will be customized with geographically- and demographically-tailored news, entertainment, weather and community information in real-time on large-panel, high-definition displays.

Each participating Borders store will have two Ripple screens with both visual and audio content, strategically placed in the multimedia and periodical sections, and will feature news feeds from Reuters, Yahoo! and E! Entertainment, new and bestselling DVDs and CDs, local event calendar listings, and national headlines. With the addition of Borders TV, the Ripple network will establish a national presence, reaching millions of consumers each month in thousands of community gathering places across the country.

Borders TV is currently being installed in approximately 60 Borders stores, and will continue to roll-out in 250 stores by February, 2008.

“Working with Ripple is another way that Borders will differentiate our stores and help fulfill our cross-channel strategy, which marries the best of the Web with the great experience of shopping in our stores,” said Michael Tam, Borders’ senior vice president and chief marketing officer. “The high quality programming Borders produces is first-rate,” he said. “We absolutely had to find a way to bring this fine programming to customers in our stores to enrich the total shopping experience.”

According to Myles Romero, vice president of strategic marketing and entertainment alliances for Borders, “Ripple’s innovative network helps us achieve that goal and allows us to customize

and provide this topically-relevant content to our customers, strengthening our ties to the community.”

“From the start, we’ve been selective and strategic in working with well-respected and successful companies like Borders,” said Alex Nocifera, founder and president of sales and distribution for Ripple. “We think there’s a significant upside for a leading book retailer like Borders to leverage our network to enhance their shopping experience. Through this agreement, we not only have the opportunity to expand our network nationally, but it also allows us to achieve our goal of informing, entertaining and connecting people to their communities with relevant, localized content.”

#### About Borders Group, Inc.

Headquartered in Ann Arbor, Mich., Borders Group, Inc. (NYSE: BGP) is a leading global retailer of books, music and movies with more than 1,100 stores and over 30,000 employees worldwide. More information on the company is available at [www.bordersgroupinc.com](http://www.bordersgroupinc.com).

#### About Ripple

Launched in 2004 and headquartered in El Segundo, Calif., Ripple is an interactive network of screens located in community gathering places, featuring content that informs, entertains, and connects people to their world. Our national network democratizes access to a mass media platform, giving people the power to show up and connect in their communities with products like *ShoutOuts* and *AdCenter*. With thousands of screens in hundreds of locations across the country, Ripple's rapidly expanding network currently reaches millions of unique consumers every month. The company's current distribution partners include Borders, The Coffee Bean & Tea Leaf, Tully's Coffee, Jack in the Box, Jiffy Lube, CBS Outdoor, Arden Realty, Kilroy Realty and G&L Realty. Ripple's media partners include ESPN, Reuters, E! Entertainment, The New York Times, Yahoo!, CBS and Clear Channel.

For more information on Ripple, please visit [rippletv.com](http://rippletv.com).

#### Safe Harbor Statement-Borders Group, Inc.

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. One can identify these forward-looking statements by the use of words such as “plans,” “will,” and other words of similar meaning. One can also identify them by the fact that they do not relate strictly to historical or current facts. These statements are likely to address matters such as the company's future financial performance, and its strategic plans, including its plans relative to the installation of “Borders TV.”

These statements are subject to risks and uncertainties that could cause actual results and plans to differ materially from those included in the company's forward-looking statements. These risks and uncertainties include, but are not limited to, consumer demand for the company's products, particularly during the holiday season, which is believed to be related to general economic and geopolitical conditions, competition and other factors; the availability of adequate capital to fund the company's operations and to carry out its strategic plans; the performance of the company's information technology

systems and the development of improvements to the systems necessary to implement the company's strategic plan.

The company's periodic reports filed from time to time with the Securities and Exchange Commission contain more detailed discussions of these and other risk factors that could cause actual results and plans to differ materially from those included in the forward-looking statements, and those discussions are incorporated herein by reference. The company does not undertake any obligation to update forward-looking statements.

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