

NEWS RELEASE

GO BEHIND THE SCENES AT THE MOVIES WITH NEW 'BORDERS BACKLOT' ON BORDERS.COM

'Backlot' debuts today with new Leonard Maltin program, clips from upcoming films 'The Secret Life of Bees' and 'Twilight,' plus much more

ANN ARBOR, Mich., Sept. 23, 2008—Borders.com, already the home of exclusive and highly popular video programs on Borders Media such as the "Borders Book Club," "Borders Live at 01" and "Borders Advice for Living with Mel Robbins," is now also the online place where film fans can get a behind the scenes look at the movies on the new "Borders Backlot." The focus of "Backlot" is on book-to-film adaptations, a natural role for Borders to fill in the world of entertainment media and online programming.

"Backlot" debuts today, airing segments from the ReelzChannel® program "Secret's Out," hosted by Leonard Maltin. Through an agreement with ReelzChannel, the only cable/satellite TV network and broadband Web site dedicated to "Everything About Movies-24/7™," Borders.com's new "Backlot" will air several segments of the "Secret's Out" program. On the series, Maltin uncovers amazing movies that were lost amidst studio blockbusters, provides a guide to overlooked movies airing on cable and satellite TV, and presents his picks of the best and brightest hidden gems now available on DVD. Borders will add a new episode of "Secret's Out" each week.

"Nothing gives me more satisfaction than leading people to good movies they might not know about," said Maltin. "I'm delighted to extend the concept of my weekly show 'Secret's Out' to the audience at Borders.com."

Maltin, who appears as the resident film buff on "Entertainment Tonight" and introduces movies on DirecTV Pay Per View, is also well known as an author, columnist and editor of the popular paperback reference "Leonard Maltin's 2009 Movie Guide" and its companion volume "Leonard Maltin's Classic Movie Guide," both of which are hot selling titles at Borders and Waldenbooks stores as well as on Borders.com. Plans for his involvement in "Backlot" also include writing for Borders on DVD releases, with a special emphasis on book-to-film adaptations.

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"We are thrilled to kick-off 'Backlot' through this association with ReelzChannel and Leonard Maltin, in addition to the major Hollywood studios that are working with us," said Borders Group Executive Vice President of Merchandising and Marketing Rob Gruen. "Borders Media programming on Borders.com is some of the most popular of its kind on the Web and attracts a large fan base that closely follows the world of books, music and movies. 'Backlot' is sure to appeal to these fans, many of whom who are especially interested in book-to-film adaptations. It's our mission as a company to be a headquarters for knowledge and entertainment, both online and in our stores. That's why the role we are playing with 'Backlot' is so important. While films and their stars often receive lots of attention, we want to give the authors who created the books that inspired the films a higher profile in the process.

On 'Backlot' we are featuring exclusive interviews with these authors as well as the directors and the stars in addition to lots of other behind-the-scenes content and exclusive material. It's a unique slant and depth of insight people won't find anywhere else. 'Backlot' certainly enriches the customer experience and adds to the ongoing dialog about this important art form and the movie industry today."

"Backlot" also features movie clips from the upcoming film "The Secret Life of Bees," which is based on the bestselling novel by Sue Monk Kidd. On "Backlot," Kidd discusses the making of her popular book into a film on the set of the movie, which will be released Oct. 17 by Fox Searchlight Pictures and stars Queen Latifah, Jennifer Hudson, Dakota Fanning, Alicia Keys and Sophie Okonedo.

Stephenie Meyer's "Twilight" book series, which concluded with this summer's release of the fourth and final book in the series, "Breaking Dawn," was a sensation this summer and the phenomenon continues. The film adaptation of her first book "Twilight" will be released Nov. 21 by Summit Entertainment. "Backlot" has exclusive Stephenie Meyer interviews as well as interviews with the film's cast among other special features for Stephenie Meyer fans.

"Backlot" also features film trailers, clips, behind-the-scenes reports and exclusive interviews about other upcoming book-to-film releases such as "The Duchess," based on Amanda Foreman's novel; "Choke," from the novel by Chuck Palahniuk; "City of Ember," adapted from Jeanne DuPrau's book; "Nights in Rodanthe," from the novel by Nicholas Sparks; "Marley and Me," based on John Grogan's book and "Tale of Despereaux," adapted from Kate DiCamillo's novel.

Key features from "Backlot" will be emailed directly to members of the Borders Rewards® loyalty program, which now number over 28 million, through the retailer's weekly "Shortlist," which offers special content, values and opportunities to access the hottest in books, music and movies. Visit "Backlot" at www.bordersmedia.com/backlot, and to shop, visit Borders.com.

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About ReelzChannel

ReelzChannel® is the only cable/satellite network and website dedicated to “Everything About Movies - 24/7™.” The network features entertaining original programs that offer a fresh perspective on the movies, from behind-the-scenes to what to see tonight.

ReelzChannel covers movies wherever they are playing – in theaters, on DVD, VOD, and premium channels. In addition to cable and telco carriage in markets across the country, ReelzChannel is carried via satellite on DIRECTV (Channel 238) and DISH Network (Channel 299), and is currently reaching more than 40 million homes nationwide. ReelzChannel also operates the website <http://www.reelzchannel.com>, which offers deeper coverage of the movies, and information on all the latest movies available at home and in theaters. Owned by Hubbard Media Group, headquartered in the Twin Cities of Minneapolis and St. Paul, ReelzChannel TV operates out of studios in Los Angeles with offices in Minneapolis/St. Paul and New York.

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. Through its subsidiaries, the company operates more than 1,100 stores worldwide 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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