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CONSUMER ALERT

THE HAWAII OFFICE OF CONSUMER PROTECTION CAUTIONS BORDERS' CUSTOMERS ABOUT THE TRANSFER OF THEIR PERSONAL INFORMATION

The Hawaii Office of Consumer Protection urges Borders' customers to know their rights regarding the transfer of their personal information to Barnes and Noble

Bruce Kim, Executive Director of the Hawaii Office of Consumer Protection urged Hawaii residents to be aware of an important and time sensitive issue regarding the personal information they gave to Borders under their Borders' rewards program. Borders recently filed for bankruptcy, and the Bankruptcy Court has approved the sale of Borders' customer information to Barnes and Noble bookstores.

Barnes and Noble has promised the Bankruptcy Court that it will protect this sensitive information and that any Borders' customer who does not want their information transferred will have the opportunity to opt-out and have their information securely deleted. There are approximately 45 million Borders' customers whose information will be transferred, and every one will be given a choice about moving their information to Barnes and Noble.

On October 1, 2011, Barnes and Noble sent an email to all Borders' customers whose information is being transferred explaining what information is being transferred and how to opt-out. In an effort to reach affected consumers without email addresses, Barnes and Noble will also publish notice on its website, the Borders' website, and in a full page advertisement in USA Today.

Borders' customers who wish to opt-out will have 15 days from the date of the email notice to contact Barnes and Noble. Customers who cannot be reached by email will have 30 days to contact Barnes and Noble through the website notices.

The information being transferred to Barnes and Noble includes:

- Information customers shared with the Borders' website, including their name, address, and email address.
- Information collected from customers in the Borders' Rewards loyalty program, including customer names, addresses, email addresses, and purchase history. This purchase history will not include the titles of video materials (like DVDs or VHS tapes) purchased by the customers.
- Email addresses from customers who wished to receive special offers from Borders.

The information being transferred to Barnes and Noble DOES NOT include:

- Credit card or financial account information. All of this information is being securely deleted and will not be sold.

Once this information is transferred to Barnes and Noble it will be protected under the Barnes and Noble privacy policy, which is available on the Barnes and Noble website, at <http://www.barnesandnoble.com/help/cds2.asp?PID=25560>.