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## \*\*\*CONSUMER ALERT\*\*\*

### DEADLINE FOR BORDERS CUSTOMERS TO PREVENT THE TRANSFER OF THEIR INFORMATION TO BARNES AND NOBLE EXTENDED TO NOVEMBER 2, 2011

HONOLULU – The Hawai'i State Office of Consumer Protection wants customers of Borders booksellers to know of recent developments regarding the proposed transfer of their personal information to Barnes & Noble.

On October 1, Barnes & Noble sent an e-mail to approximately 45 million Borders customers explaining what information was being transferred and how they can opt out if they wish to have their contact information and purchasing history deleted.

The deadline for customers to opt out will now be extended to November 2, 2011. A reminder will be sent to all customers who have already been contacted by email, and will further describe the categories of information being transferred.

Customers with email addresses on file with Borders and who have not yet been contacted will receive an email and a reminder. They will also have until November 2, 2011 to opt out.

The website will be changed to allow customers without email addresses on file with Borders to opt out.