



## **Borders® to Open New Store at Freehold Raceway Mall in Freehold, N.J.**

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### **FOR IMMEDIATE RELEASE**

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### **Borders® to Open New Store at Freehold Raceway Mall in Freehold, N.J.**

**ANN ARBOR, Mich., May 9, 2007** - Borders, Inc. will open a 25,150-square-foot store at Freehold Raceway Mall in Freehold, N.J. in November. Borders is part of Freehold Raceway Mall's new open-air 100,000-square-foot lifestyle expansion, which is anticipated to be completed in fall 2007. The store will be located at the intersection of Raceway Mall Drive and Route 9.

The new site was selected based on a variety of factors, including consumer demographics, the strength of the co-tenants, traffic patterns, the availability of parking, visibility and the overall attractiveness of the new site.

"At Freehold Raceway Mall, we're responding to the community's desire for new amenities and shopping options," said Bill Cappelletti, vice president, peripheral land development for Freehold Raceway Mall and Macerich, the center's parent company. "We're very pleased that Borders will be joining the center's new lifestyle expansion."

The opening of this new store is expected to create approximately 40 to 45 jobs in the local community. Employment opportunities at Borders in Freehold will be posted online and available in October. To apply, please visit Borders at [www.bordersgroupinc.com/careers](http://www.bordersgroupinc.com/careers).

Borders, which embraces its role as a vital, contributing member of the community and celebrates its customers' desire to explore and find personal enrichment and knowledge, offers the opportunity to enjoy local appearances by authors and performers as well as free activities for children. Community connections are important to Borders. The new store will serve as a community-gathering place for the residents of Freehold.

Committed to offering customers an engaged and rich shopping experience that meets their needs, the new store in Freehold Raceway Mall will offer:

- A diverse and relevant assortment of up to 200,000 book, music and movie titles available in an inviting atmosphere with plenty of comfortable seating throughout the store.
- A Seattle's Best Coffee® cafe that will serve its full line of premium coffee and non-coffee beverages, including lattes, mochas and blended beverages, and a fresh food menu, featuring pastries and sandwiches.
- A Paperchase shop with a wide selection of fashionable notebooks, journals, wrapping paper, greeting cards and other gifts and stationery items from U.K.-based Paperchase® Products Limited.
- Internet access. Through an alliance with T-Mobile®, Borders stores are T-Mobile HotSpots®, allowing customers using Wi-Fi enabled laptops or PDAs with a T-Mobile account the ability to comfortably surf the web, access email, connect to their corporate network, or download large files all while connected to the nation's largest, carrier-owned Wi-Fi network.
- Borders Rewards® is a free loyalty program where all customer purchases count toward earning Borders Bucks that can be used on future purchases. In addition, members enjoy exclusive Borders Rewards Bonus Events and receive members-only coupons and savings opportunities throughout the year.
- "Borders Recommends" titles and reviews displayed throughout the store. In addition, knowledgeable booksellers are happy to suggest titles well suited to each customer.
- Multiple self-serve Borders Search stations, offering customers the opportunity to check the availability of a particular title and where it is located within the store. In addition, the stations in each store's music department will give customers the chance to listen to a CD before purchasing it.
- Borders Group Savings and Services Program, offering discounts, deferred billing, complimentary price quotes and specialized customer service to businesses, schools, libraries and non-profit groups. Membership to this program is free.
- Borders Original Voices program, now in its 11th year, highlights the work of new and emerging authors and artists and helps Borders share its passion for books, music, and movies with customers, from one enthusiast to another. Over the course of a year, more than 200 new works are featured in Borders stores.

#### About Borders, Inc.

Headquartered in Ann Arbor, Michigan, Borders Group is a \$4.1 billion global retailer of books, music and movies with more than 1,200 stores and 34,000 employees worldwide. More information on the company is available at [www.bordersgroupinc.com](http://www.bordersgroupinc.com).

#### About Freehold Raceway Mall

Freehold Raceway Mall's 100,000-square-foot, open-air lifestyle expansion will introduce new retail and dining options, as well as a unique place of pride for residents and visitors. Located on the east side of Freehold Raceway Mall between Sears and JCPenney, the new lifestyle addition will feature a "Main Street" atmosphere with landscape vignettes, comfortable outdoor seating areas and a seasonal performance venue. Incorporating brick and stone masonry, with aesthetic touches such as wall trellises, canopies and glass accents, the warm earth tones of the proposed lifestyle addition will complement the center's current façade. The project is anticipated to be complete in fall 2007.

A part of Monmouth County since 1990, Freehold Raceway Mall is an approximately 1.4 million-square-foot regional enclosed shopping center that offers more than 200 specialty stores and five major department stores. Located at the intersection of Routes 33, 9 and 537, Freehold Raceway Mall is owned and operated by Macerich (NYSE: MAC). For more information, visit [www.freeholdracewaymall.com](http://www.freeholdracewaymall.com).