

# BORDERS®

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BOOKS • MUSIC • CAFE

December 30, 1999

To Whom It May Concern:

Ahh, Christmas. A time of year filled with child-like joy from blinking lights, ribbons and bows, and our loved-ones. You must, of course, also factor in the hustle and bustle, anxiety and stress that ultimately results in an excellent time to be a retailer.

As an Industry, it is known that many products that simply do not sell earlier in the year will magically come to life during the Holidays, like the toys Godfather Drosselmeyer gives Marie in *The Nutcracker*. John Snyder has taken this seasonal advantage to new heights with *The Golden Ring*.

Mr. Snyder is exceptional at putting his book into the shopper's hand while enhancing the cheer of the season. His readers, lovingly express the joy his story has given them. Overnight he has become a local celebrity and **the #1 Bestseller for the week before Christmas '99** at his local Borders.

John has written a compelling and marketable story. Borders in Bowie is honored to have worked with John and will continue to follow his climb to the top.

Sincerely,



Sarah Launius  
Community Relations Coordinator  
(301) 352-5568

4420 Mitchellville Rd. • Bowie, MD 20716  
(301) 352-5560

12-27-99

BORDERS GROUP, INC. Store 174

6:03 p.m.

BEST SELLER REPORT FOR 12/19/1999 THRU 12/26/1999 FOR CATEGORY ID - B

Page 1

QTY SOLD	AUTHOR	TITLE	BINC#	SUBJ CD	RETAIL	CAT CD	WD	ISBN
308	SNYDER JOHN	GOLDEN RING	06088700	2211		CL	QZS#	09780967512808
245	WIZARDS COAST	POKEMON FOSSIL CARD BOX W/BOOS	06108331	2336		MU	WJYZ	09780743000505
144	ALBOM M	TUESDAYS WITH MORRIE	04886367	4251		CL	BANC	09780385484510
129	WIZARDS COAST	POKEMON FOSSIL BOOSTER	05982185	2336		MU	WJYZ	09781575308272
96	ROWLING J K	HARRY POTTER & CHAMBER SECRETS	05865336	1249		CL	PFSC	09780439064866
84	ROWLING J K	HARRY POTTER & SORCERERS STONE	05865335	1249		QP	PFSM	09780590353427
84	BROKAW TOM	GREATEST GENERATION SPEAKS	05902731	7118		CL	RANC	09780375503948
78	CAL BOX	CAL 00 FAR SIDE MILLENNIUM	05909016	9143		CA	ANM\$	09780836200911
71	KING STEPHEN	GREEN MILE-MOVIE TIE IN	05978703	2361		MM	SIMM	09780671041786
68	ROWLING J K	HARRY POTTER & PRISONER OF AZK	05902990	1249		CL	PFSC	09780439136358
64	ROWLING J K	HARRY POTTER & SORCERERS STONE	05203803	1249		CL	PFSC	09780590353403
62	GUINNESS MEDIA	GUINNESS BK OF RECORDS 2000	05868802	5311		CL	GUUT	09781892051004
53	BROKAW TOM	GREATEST GENERATION	05590779	7118		CL	RANC	09780375502026
49	WIZARDS COAST	POKEMON BOOSTER	05842468	2336		MU	WJYZ	09781575307848
49	PATTERSON JAMES	POP GOES WEASEL	05902604	2321		CL	LITT	09780316693288
45	MARANISS DAVID	WHEN PRIDE STILL MATTERED	05883081	6324		CL	SIMC	09780684844183
43	CRICHTON MICHAEL	TIMELINE	05902729	2331		CL	RANC	09780679444817
43	MCCOURT FRANK	TIS	05902993	7461		CL	SIMC	09780684848785
41	MCCOURT FRANK	ANGELAS ASHES-MOVIE TIE IN	05978679	7461		MM	SIMP	09780684872155
40	GOLDCREST	BKLIGHT MIGHTY BRIGHT BLUEBERR	05913766	9475		SL	GPYZ	09780681497757
36	AMER GIRLS	AMER GIRLS TRADING CARDS	00983359	1246		QP	PLEW	09781562471408
36	UNIQUE	BKMARK \$1000 BILL	05927134	9473		SL	UQZO	09780681072442
36	CUSSLER CLIVE	ATLANTIS FOUND	05983505	2324		CL	PUTT	09780399145889
36	CHECKERBEE	POKEMON COLLECTORS VALUE GD	06025920	6621		QP	CQRT	09781888914672
32	HAMILTON J	MAP OF WORLD	00975343	2211		QP	BANP	09780385720106

WAY TO GO!

BORDERS #174  
Top 25 book items

# BORDERS®

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BOOKS • MUSIC • CAFE

February 10, 2000

To Whom It May Concern:

On behalf of Borders Books and Music in Springfield, Virginia I would like to commend author John Snyder on the great success of his book, *The Golden Ring*. Our store hosted Mr. Snyder for several book signings during the 1999 Holiday Season. Due to Mr. Snyder's ample publicity, both in print and on the radio, his book was in high demand at our location. *The Golden Ring* was the number one best selling book during the week of December 12 - December 18, 1999. The book was also one of the top sellers during the week before Christmas.

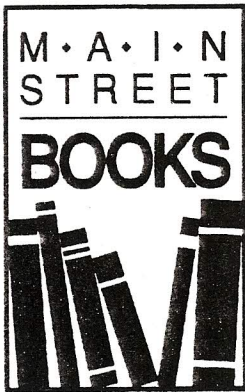
Mr. Snyder's professionalism and attention to detail made my job very easy. He provided high-quality color promotional materials to enhance our in-store publicity. His friendly demeanor made it easy for customers and staff to approach him during the book signings. It was a pleasure working with John Snyder and Borders Springfield would like to wish him the best of luck in the future.

Sincerely,



Ana L. Kaahanui  
Community Relations Coordinator  
Borders Books and Music  
Springfield, Virginia

6701 Frontier Drive • Springfield, VA 22150  
(703) 924-4894



February 1, 2000

FRED POWELL, OWNER  
10 EAST MAIN STREET  
FROSTBURG, MD21532  
PHONE: 301-689-5605

John Snyder  
The Snyder Group, Inc.  
2292 Patuxent Overlook  
Gambrills, MD 21054

Dear John,

The Golden Ring was quite a successful book during the 1999 holiday season at Main Street Books. I was very pleased with the sales and the turnout for your booksigning.

For your information, The Golden Ring was our top selling holiday title, selling a total of 31 copies during the season. Overall, The Golden Ring was the third best selling book in my store during the last quarter. It was only surpassed by a very specific, very local history book and Harry Potter and the Sorcerer's Stone in paperback.

Thank you for all your hard work promoting The Golden Ring with the local media. I think it really paid off.

Looking forward to working with you during the 2000 Christmas season.

Sincerely,

A handwritten signature in black ink that reads "Fred Powell". The signature is written in a cursive, flowing style with a long, sweeping underline that extends to the left and then loops back under the name.

Fred Powell