

BORDERS

Press Release

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BORDERS UK TO SELL E-BOOK READER FROM IREX

Borders UK announced today that it has teamed up with iRex Technologies to market the newly introduced iLiad Book Edition – an innovative electronic paper device for ebooks - in seven of its stores, starting **Saturday 10th May**. Borders will be the first high street retailer in the UK to showcase the product, which has already had a high-profile launch in Holland, and the first bookseller in the UK to sell an e-book device.

“Here at Borders we are firmly committed to delivering the best range, the best browsing environment and best customer experience in the marketplace”, said **Neil Fitton**, Head of Marketing for Borders UK. “With this agreement to offer the iLiad Book Edition to Borders customers, we are adding an exciting new device that gives those who are passionate about reading another way to indulge that passion. We are delighted to be associated with iRex Technologies, the inventors of electronic paper technology, in introducing this great new product.”

Coupling an innovative electronic paper display with a lightweight, compact form factor and durable design, the iLiad allows active readers to carry as many books as they want and to read at anytime, anywhere. The electronic paper display technology allows readers to read digital books as if they are printed on regular paper. Thanks to the high contrast, high resolution display of the iLiad the reader will no longer experience eyestrain when reading, and with a near 180° viewing angle reflecting screens are something of the past. The iLiad is developed by the Phillips spin-off, iRex Technologies BV.

“This agreement with Borders, a name that resonates with book lovers in the UK, gives us the opportunity to offer the iLiad directly to the reading enthusiast.” Said **Hans Brons**, CEO of iRex

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Technologies. "Borders stores provide the prime location for book lovers to learn about the advantages this revolutionary digital reading device has to offer."

The iLiad Book Edition costs £399 and will include 50 pre-loaded eBook Classic titles. The iLiad will be available in the following Borders stores: Oxford Street and Islington in London, Oxford, Cambridge, Glasgow, Cheshire Oaks and Brighton from **Saturday 10th May**.

About Borders UK

Leading retailer Borders UK offers the widest range of books and magazines in the marketplace, and has a growing share of the specialist music and DVD markets. With their Starbucks coffee shops and Paperchase stationery concessions, as well as dedicated children's sections, Borders stores offer a warm and friendly shopping environment where customers can browse and relax.

Retail Bookselling Chain of the Year 2005 & 2006, Bookselling Company of the Year 2006 & 2007, Children's Retailer of the Year 2007, and Magazine Destination Retailer of the Year 2007, Borders UK has over one million square feet of retail space and around 8% of the retail bookselling market. Borders currently operates 42 Borders superstores in city centres and retail parks from Bournemouth to Inverness and 26 high street and airport bookshops under the Books etc. and Borders Express brands. In October 2006 Borders opened its first superstore in the Republic of Ireland, in the West Dublin suburb of Blanchardstown, and in September last year it opened its new flagship store in the heart of Cardiff City Centre.

For further information, contact Alex Hippisley-Cox on 020 8488 3764 or email her at ahipcoxpr@btconnect.com

About iRex Technologies

iRex offers, based on electronic paper, solutions to read digital content as if it was printed on regular paper, only now combined with the interactivity, flexibility and the possibility to continually update digital information. iRex aims both on the B2B market as the consumer market. The enterprise supports companies and publishers in displaying their information (newspapers, books, documents) to customers, subscribers and employees. iRex Technologies B.V. is a spin-off from Royal Philips Electronics and is located on the High Tech Campus in Eindhoven. www.irextechnologies.com.

Note for editorial staff, not for publication

Interested editors are offered the possibility to test the iLiad for a number of weeks. This can be requested via the contact details below.

High resolution pictures can be downloaded from: <http://www.irextechnologies.com/press/downloads>

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