

PUBLISHERS GROUP WEST
A Special Retail Promotion for Retailers & Wholesalers

Macadam/Cage, a distributed client of PGW, will issue a credit for every copy of the following titles sold between December 26, 2009 and February 28, 2010. Since we think consumers will be attracted by a lower retail price, we are suggesting a specific lower price, although of course retailers are free to charge whatever prices they choose.

Title	ISBN	Orig. Retail	New Sugg. Retail	Per-copy Credit
The Most They Ever Had	9781596923614	\$23.00	\$11.50	\$5.75

In order to be eligible, the retailer must furnish to sales representative or to Sean Shoemaker c/o Publishers Group West, 1700 4th Street, Berkeley, CA 94710, proof of its retail sales of this title for the period December 26, 2009-February 28, 2010. Proof must consist of either computer printouts or cash register receipts. Publishers Group West must receive the proof no later than April 15, 2010. Credit will be issued after review of proof of sales.

The suggested retail price for the above titles will remain as originally catalogued, and returns on any copies of these books (regardless of when purchased from Publishers Group West) will be credited based upon the catalogued retail price and the terms of our returns policy. If a retailer purchased copies from a wholesaler, the retailer must furnish evidence of that purchase to receive direct credit from us. However, if a retailer who purchased copies from a wholesaler does not want to receive its credit from us directly, the retailer can make arrangements with the wholesaler to have the credit issued to the wholesaler for the retailer's account, and we will honor the wholesaler's submission of that credit to the wholesaler's account.

FOR MORE INFORMATION, CALL SEAN SHOEMAKER AT 510.809.3714