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FOR IMMEDIATE RELEASE

Collegiate Retail Alliance and Follett Announce CaféScribe Partnership

*College Store Business Coalition and
College Retailing Solutions Provider
Team Up to Offer eBook Digital Delivery and
Social Networking Capability*

Plymouth Meeting, PA, May 5, 2009--The Collegiate Retail Alliance (CRA), a coalition of independent college stores that shares and deploys the industry's best business practices, and Follett Higher Education Group, the nation's leading supplier of bookstore services, announced a partnership that enables users of CRA's VisualRATEX™ inventory management and point-of-sale system to offer products and services from CaféScribe, the industry's leading eBook marketplace and student social network and a Follett product.

CRA members are large, independent college retailers that deliver higher value to the colleges they serve by collaborating on best practices, maximizing their collective buying power, and achieving supply chain efficiencies. CRA partners with top industry suppliers and has an innovative Millennium Partnership with Follett to collaborate on a wide range of high-yield business opportunities. Follett is the parent company of Fourteen40, which features CaféScribe as their chief product offering.

CaféScribe takes digital delivery of content to the next level through collaborative note-sharing networks, powerful content indexing tools, and the most intuitive reading interface in the marketplace. CaféScribe enables college stores to offer digital content from a large selection of publishers without inventory costs, with Follett handling customer support. For college students, CaféScribe not only represents a cost savings, but it also allows students take advantage of the digital format for assignments and group work, extending faculty and student collaboration beyond the physical classroom. Adding value to this purchase option, students can retain their work within the application after the class is completed, as CaféScribe eBooks and other digital content don't expire.

CaféScribe's products and services have been integrated with VisualRATEX, the inventory management and point-of-sale system developed by RATEX Business Solutions (RBS), which is wholly owned by CRA member stores. VisualRATEX now accommodates the purchase of ebooks and digital content, a feature also incorporated in the new eRATEX web store RBS will roll out later this year.

“CaféScribe offers students exceptional choice and value in course materials and social networking capabilities,” stated Richard W. McDaniel, CRA President and Chairman. “Our new partnership with this eBook and social networking innovator demonstrates our ongoing commitment to helping our member stores develop and deploy the industry’s most successful business practices. We also are very pleased to be broadening our strong partnership with Follett Higher Education Group, which shares our determination to ensure the continuing success of college stores.”

“The independent college stores of the Collegiate Retail Alliance are among the most prestigious and influential in the industry,” said Fred Weber, Senior Vice President, Follett Higher Education Group. “We are proud to join forces with these forward-thinking retailers to influence how our industry responds to a rapidly changing marketplace. Through the CRA-Follett Millennium Partnership and now through CaféScribe, both of our organizations are strengthening their leadership positions and helping shape the future of collegiate retailing.”

About the Collegiate Retail Alliance

Founded ten years ago by five of the nation’s largest independent college stores, the Collegiate Retail Alliance (CRA) is a business coalition that shares and deploys the industry’s best business practices. Now numbering over 50, CRA member stores have combined annual revenues of nearly \$1 billion.

The organization’s wholly owned software company, RATEX Business Solutions (RBS), produces VisualRATEX™, the most comprehensive college store operating system and the only one owned and designed in part by collegiate retailers. In addition to CafeScribe, CRA partners with leading suppliers such as Follett Higher Education Group, NACSCORP, CourseSmart, and Ingram Book Company.

CRA recently was awarded the 2009 Leveraging Excellence Award from the National Consortium for Continuous Improvement in Higher Education (NCCI) for its development of VisualRATEX. For more information, visit the Collegiate Retail Alliance website at www.retailalliance.org.

About Follett Higher Education Group

Follett Higher Education Group of Oak Brook, IL, is the leading provider of bookstore services and the foremost supplier of used books in North America. Follett services five million students and over 400,000 faculty members through more than 800 stores. Follett also services more than 1,600 independent campus stores with its wholesale services, and has the most visited ecommerce collegiate website, efollett.com, that provides services and products through a network of more than 900 campus stores. Follett is the parent company of Fourteen40, which provides CaféScribe, an eBook marketplace and social network that enables students to study smarter and faster.

For more information, visit www.fheg.follett.com or www.cafescribe.com.

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