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FOR IMMEDIATE RELEASE

NACS, ABA Agree to Joint Membership Program

October 29, 2009 (OBERLIN, OHIO) – A joint membership agreement between the National Association of College Stores (NACS) and the American Booksellers Association (ABA) will enrich the offerings for both groups’ constituents.

“We are excited at the opportunity to provide additional value to members of both organizations through this unique partnership and sharing of resources,” said Wendy Holliday, vice president of marketing and membership for NACS.

Under the agreement, NACS members will be able to join the ABA for \$100, giving them access to certain ABA educational opportunities.

In turn, ABA members will be able to purchase subscriber-level NACS memberships for \$100. This will give them access to NACS’ bi-monthly magazine *The College Store* and the weekly *Campus Marketplace* e-newsletter, as well as member-only pricing on select products, including the ability to purchase items through NACSCORP, NACS’ wholesale distributor.

“NACS looks forward to welcoming ABA members with specials and discounts to CAMEX, in Orlando this coming March, while NACS members will benefit from access to ABA educational tools,” Holliday said.

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$10 billion collegiate retailing industry. NACS represents more than 3,100 collegiate retailers and approximately 1,100 associate members who supply books and other products to college stores. NACS member stores daily serve America’s college students while supporting the academic

missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

About American Booksellers Association

Founded in 1900, the American Booksellers Association is a not-for-profit trade organization devoted to meeting the needs of its core members – independently owned bookstores with storefront locations – through education, information dissemination, business products and services, and advocacy. ABA exists to protect and promote the interests of independent retail book businesses, as well as to protect the First Amendment rights of every American. The association actively supports free speech, literacy, and programs that support local and independent retail shops. A board of nine booksellers, representing thousands of members, governs the Association. ABA is headquartered in Tarrytown, New York.

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