

**2021 KIDS POST-EASTER DAY MARKDOWN PROMOTION OPTION B- US**

Hachette Book Group announces a promotional offer on the listed titles, beginning 4/5/21. Hachette Book Group will credit retailers selling copies of the title listed below at the suggested retail price or less for each time span, for a maximum of 9 days total within the promotional window, which runs through the end of April 2021. In order to qualify for this credit, physical retailers must promote all listed titles in a designated store location together at the suggested prices. The promotional price must be called out on the books themselves or with signage indicating the new sale price. Internet retailers must feature the books prominently on their corporate retail home page at the corresponding discounted prices for a maximum of 9 days within the promotional window to participate in this offer. This offer is open to all US accounts that purchased on a returnable basis directly from HBG, or via a wholesaler**,** who would like to participate in this offer. US accounts may choose to participate in one post-Easter markdown offer (Option A or B) but may not claim credit for multiple offers.

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| **ISBN** | **TITLE** | **ON-SALE DATE**  | **PRICE**  | **Suggested Retail Price Days 1-3** | **Credit Per Copy Sold Days 1-3** | **Suggested Retail Price Days 4-6** | **Credit Per Copy Sold Days 4-6** | **Suggested Retail Price Days 7-9** | **Credit Per Copy Sold Days 7-9** |
| 9781546014300 | Here Comes Peter Cottontail BB | 1/28/2020 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |
| 9781546015000 | Here Comes Peter Cottontail! (Sticker) | 1/26/2021 | $5.99  | $3.00  | $1.50  | $1.50  | $1.89  | $0.60  | $2.26  |
| 9780824918392 | Jesus Loves Me BB | 12/15/2009 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |
| 9780824919771 | My First Easter BB | 1/26/2016 | $6.99  | $3.50  | $1.75  | $1.75  | $2.20  | $0.70  | $2.64  |
| 9780824919672 | The Berenstain Bears' Easter Blessing BB | 1/26/2016 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |
| 9780824955311 | The Easter Story (8 x 8) | 1/8/2006 | $4.99  | $2.50  | $1.25  | $1.25  | $1.57  | $0.50  | $1.89  |
| 9780824918996 | The Easter Story BB | 2/1/2013 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |
| 9780824918446 | The Story of Easter BB | 1/25/2010 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |
| 9780762492695 | The Story of Easter BB | 1/8/2019 | $9.95  | $4.98  | $2.49  | $2.49  | $3.13  | $1.00  | $3.76  |
| 9780824918781 | What is Easter? BB | 2/1/2013 | $7.99  | $4.00  | $2.00  | $2.00  | $2.52  | $0.80  | $3.02  |

**Guidelines:**

Hachette Book Group will credit retailers who lower the price to the suggested retail price or less on the titles listed above for the dates in each time span for a maximum of 9 days total within the promotional window. Retailers are, of course, free to charge whatever price they choose, but only those meeting the above terms will qualify for the credit. This promotion supersedes any previous offer on these titles.

In order to be eligible for this promotion, the retailer must furnish to its Hachette Book Group sales representative, or to our sales department, proof of its retail sales between the dates listed above. Proof and claim must be received by the Hachette Book Group no later than 6/30/2021. Deductions for anticipated credits will not be honored. Credit will be issued after review of proof of sales.

Our suggested retail price will remain as originally cataloged, and returns on any copies will be credited based on the cataloged retail price and the terms of our returns policy. If a retailer purchased copies from a wholesaler, the retailer must furnish us with 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 the Hachette Book Group directly, the retailer can make arrangements with the wholesaler to have credit issued to the wholesaler for the retailer’s account, and we will honor the wholesaler’s submission to that credit to the wholesaler’s account.

For more information, please contact your Hachette Book Group sales representative or Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104.