

**HOW THE WORD IS PASSED Retail Promotion**

**U.S. RETAILERS ONLY**

For any retail account who participates in this consumer promotion, Retailers may claim a $1.00 credit for each copy of HOW THE WORD IS PASSED by Clint Smith 9780316492935 sold at the promotional retail price below, as part of this promotion from Hachette Book Group as specified below. Accounts may run this promotion for the designated promotional period of two weeks starting in June 2021. In order to participate the promotional price must be called out on the books themselves or with signage indicating the new sale price. Titles MUST be promoted in a prominent store location or promoted on a corporate web site home page for the specified promotional period. Retailers are, of course, free to charge whatever price they choose, but only those meeting the above terms will qualify for the credit. This offer is open to all accounts that purchased on a returnable basis directly from HBG, or via a wholesaler**,** who would like to participate in this offer.

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| ISBN | Title | MSRP | Promotional Retail Price | Rebate per Copy Sold During Promo Period |
| 9780316492935 | HOW THE WORD IS PASSED | $29.00 | $19.30 | $1.00 |

In order to be eligible, the retailer must furnish proof – to a Hachette Book Group sales representative of its retail sales of the designated promotional titles for the promotional period chosen within the promotional window. Proof must consist of either computer printouts or cash register receipts. Hachette must receive the proof no later than September 30, 2021. 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 when purchased from Hachette) 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, please contact your Hachette Book Group sales representative, or Melissa Nicholas at (212) 364-1368, Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104.