

**2023 KIDS POST-EASTER MARKDOWN PROMOTION OPTION A- US**

Hachette Book Group announces a promotional offer on the titles listed, effective 4/10/23. Hachette Book Group will credit retailers selling copies of the titles listed below for 50% off or less, for a maximum of 14 days, through May 2023. In order to qualify for this credit, physical retailers must promote the titles in a designated store location at a price of 50% off or less. 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 discounted price for a maximum of 14 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ISBN** |  | **On-Sale Date** |  **US Price**  |  **Suggested New Retail Price**  |  **Credit Per Unit Sold at Suggested New Retail Price or Less**  |
| 9780316452090 | 10 LITTLE CHICKS BB | 12/31/2018 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780316351133 | A GOOD DEED CAN GROW HC | 2/7/2023 |  $ 18.99  |  $ 9.50  |  $ 4.75  |
| 9781546013945 | ALPHABET LOVE BB | 12/28/2021 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824919672 | BERENSTAIN BEARS EASTER BLESSINGS BB | 1/26/2016 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780762428762 | CLASSIC TREASURY OF AESOP'S FABLES HC | 10/2/2007 |  $ 11.99  |  $ 6.00  |  $ 3.00  |
| 9780316513159 | DINO DUCKLING BB | 12/31/2018 |  $ 8.99  |  $ 4.50  |  $ 2.25  |
| 9780824955311 | EASTER STORY 8X8 | 1/9/2006 |  $ 4.99  |  $ 2.50  |  $ 1.25  |
| 9780824918996 | EASTER STORY BB | 2/1/2013 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780761181835 | EYELIKE STICKERS: EASTER | 1/27/2015 |  $ 7.95  |  $ 3.98  |  $ 1.99  |
| 9781546014355 | FIRST EASTER DAY BB | 1/28/2020 |  $ 6.99  |  $ 3.50  |  $ 1.75  |
| 9780762471164 | GOD IS HOPE BB | 12/8/2020 |  $ 9.99  |  $ 5.00  |  $ 2.50  |
| 9780762466436 | GOD IS LOVE BB | 12/31/2019 |  $ 9.99  |  $ 5.00  |  $ 2.50  |
| 9781546000853 | GOD MADE YOU TOO POB | 2/8/2022 |  $ 14.99  |  $ 7.50  |  $ 3.75  |
| 9781546000884 | GOD'S LOVE IS LIKE SUNSHINE BB | 1/4/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546002901 | GOD'S WORD FOR ME TP | 10/4/2022 |  $ 11.99  |  $ 6.00  |  $ 3.00  |
| 9781546002888 | GOD'S WORD FOR ME TP | 10/4/2022 |  $ 11.99  |  $ 6.00  |  $ 3.00  |
| 9781546037101 | GREAT EASTER EGG HUNT BB | 1/26/2021 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780316536011 | HAPPY DREAMS, LITTLE BUNNY HC | 2/2/2021 |  $ 17.99  |  $ 9.00  |  $ 4.50  |
| 9781546014300 | HERE COMES PETER COTTONTAIL! BB | 1/28/2020 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824916862 | HERE COMES PETER COTTONTAIL! BB | 2/12/2019 |  $ 9.99  |  $ 5.00  |  $ 2.50  |
| 9781546014317 | HERE COMES PETER COTTONTAIL! SOUND | 1/28/2020 |  $ 13.99  |  $ 7.00  |  $ 3.50  |
| 9781546015000 | HERE COMES PETER COTTONTAIL! TP | 1/26/2021 |  $ 5.99  |  $ 3.00  |  $ 1.50  |
| 9780824916886 | HUMPHREY'S FIRST PALM SUNDAY BB | 2/12/2019 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824919375 | IF JESUS LIVED INSIDE MY HEART BB | 8/1/2014 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546034445 | INCREDIBLE POWER OF GOD'S WORD HC | 6/8/2021 |  $ 16.99  |  $ 8.50  |  $ 4.25  |
| 9781523517749 | INDESTRUCTIBLES: BABYS FIRST PASSOVER TP | 2/14/2023 |  $ 5.99  |  $ 3.00  |  $ 1.50  |
| 9781523514137 | INDESTRUCTIBLES: HAPPY EASTER! TP | 2/14/2023 |  $ 5.99  |  $ 3.00  |  $ 1.50  |
| 9780824916978 | JESUS LOVES ME BB | 6/18/2019 |  $ 13.99  |  $ 7.00  |  $ 3.50  |
| 9780824918392 | JESUS LOVES ME BB | 12/15/2009 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546017455 | LAUGH AND GROW BIBLE FOR KIDS  | 3/31/2020 |  $ 19.99  |  $ 10.00  |  $ 5.00  |
| 9780316374262 | LEPRECHAUN VS. EASTER BUNNY POB | 2/14/2023 |  $ 10.99  |  $ 5.50  |  $ 2.75  |
| 9780316458573 | MICHELLE'S GARDEN: HOW THE FIRST LADY PLANTED SEEDS OF CHANGE HC | 3/2/2021 |  $ 17.99  |  $ 9.00  |  $ 4.50  |
| 9780824919771 | MY FIRST EASTER BB | 1/26/2016 |  $ 6.99  |  $ 3.50  |  $ 1.75  |
| 9781546003953 | MY FIRST VEGGIE BIBLE STORIES | 1/24/2023 |  $ 12.99  |  $ 6.50  |  $ 3.25  |
| 9780316547710 | NEITHER BB | 2/1/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546034230 | NIGHT BAAFORE EASTER HC | 1/26/2021 |  $ 17.99  |  $ 9.00  |  $ 4.50  |
| 9780316311861 | ONE GOOD NIGHT 'TIL EASTER BB | 2/8/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781523510429 | PAINT BY STICKER KIDS: EASTER | 2/15/2022 |  $ 10.99  |  $ 5.50  |  $ 2.75  |
| 9780762466924 | SHAPES OF SPRING BB | 3/3/2020 |  $ 8.99  |  $ 4.50  |  $ 2.25  |
| 9781546012436 | SNUGGLE IS REAL BB | 12/28/2021 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546003625 | SOMEBUNNY LOVES YOU! BB | 1/24/2023 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824916879 | SOMEBUNNY LOVES YOU! BB | 2/12/2019 |  $ 9.99  |  $ 5.00  |  $ 2.50  |
| 9780824919504 | SOMEBUNNY LOVES YOU! SOUND | 2/1/2015 |  $ 13.99  |  $ 7.00  |  $ 3.50  |
| 9780316427944 | SPRING BOOK BB | 2/1/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780316427937 | SPRING BOOK POB | 2/16/2021 |  $ 13.99  |  $ 7.00  |  $ 3.50  |
| 9780761193272 | STORIES OF THE SAINTS HC | 3/31/2020 |  $ 26.95  |  $ 13.48  |  $ 6.74  |
| 9781546001058 | STORY OF EASTER BB | 1/25/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780762492695 | STORY OF EASTER BB | 1/8/2019 |  $ 9.95  |  $ 4.98  |  $ 2.49  |
| 9780824916527 | STORY OF PASSOVER BB | 2/7/2017 |  $ 6.99  |  $ 3.50  |  $ 1.75  |
| 9780824916596 | SUNRISE, EASTER SURPRISE! BB | 1/23/2018 |  $ 6.99  |  $ 3.50  |  $ 1.75  |
| 9780759556645 | SWIM, DUCK, SWIM! BB | 2/1/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824919580 | THIS LITTLE LIGHT OF MINE PADDED BB | 8/4/2015 |  $ 14.99  |  $ 7.50  |  $ 3.75  |
| 9780316468121 | UNA NOCHE MÁS PARA LA PASCUA (ONE GOOD NIGHT 'TIL EASTER) TP | 1/3/2023 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9780824916923 | VERY VEGGIE BOOK OF PRAYERS BB | 2/12/2019 |  $ 10.99  |  $ 5.50  |  $ 2.75  |
| 9780824918781 | WHAT IS EASTER? BB | 2/1/2013 |  $ 7.99  |  $ 4.00  |  $ 2.00  |
| 9781546012641 | WHERE'S MY EASTER BASKET? BB | 1/25/2022 |  $ 7.99  |  $ 4.00  |  $ 2.00  |

**Guidelines:**

Hachette Book Group will credit retailers who lower the price to the suggested new retail price or less on the titles listed above for a maximum of 14 days within the stated 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 7/1/2023. 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.