



Disney BOOK GROUP

A Special Retail Promotion For Retailers

For any account who participates in this promotion by selling the following titles at the new suggested retail price or lower, Disney Book Group will issue a credit as specified below for every copy sold between November 1, 2010 and December 31, 2010. 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.

ISBN-13	Title	Price	New Suggested Retail	Per Copy Credit
9781423117612	HANDY MANNY HALLOWEEN	4.99	\$2.50	\$1.25
9781423109839	MICKEY MOUSE CLUBHOUSE MICKEYS HALLOWEEN TREAT	4.99	\$2.50	\$1.25
9781423102083	LITTLE EINSTEINS HALLOWEEN SURPRISE	4.99	\$2.50	\$1.25
9781423106500	MICKEY MOUSE CLUBHOUSE SCARY SUDOKU STICKER PUZZLES	5.99	\$3.00	\$1.50
9781423111955	DISNEY BUNNIES THUMPERS SCARY NIGHT	5.99	\$3.00	\$1.50
9781423109938	LITTLE EINSTEINS PUMPKIN PATCH PUZZLE	3.99	\$2.00	\$1.00
9781423117711	MICKEY MOUSE CLUBHOUSE FARMER DONALD'S PUMPKIN PATCH	3.99	\$2.00	\$1.00
9781423134169	MICKEYS SPOOKY NIGHT READ ALON	6.99	\$3.50	\$1.75
9781423124092	PHINEAS & FERB HAUNTED HAYRIDE	5.99	\$3.00	\$1.50
9781423128328	MICKY MOUSE CLUBHOUSE HAUNTED CLUBHOUSE	6.99	\$3.50	\$1.75
9781423128670	HANDY MANNY MANNYS TRICK OR TREAT	7.99	\$4.00	\$2.00

In order to be eligible, the retailer must furnish proof – to a Disney Book Group sales representative or to HarperCollins Distribution Center in Scranton, Pennsylvania- of its retail sales of these titles between November 1, 2010 and December 31, 2010. Proof must consist of either computer printouts or cash register receipts. Disney Book Group/HarperCollins must receive the proof no later than January 31, 2011. 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 Disney Book Group/HarperCollins Publishers) 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 DENISE CALLOWAY AT (800) 242-7737