



James Patterson’s MAX EINSTEIN Promotion

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For any retail account who participates in this Buy MAX EINSTEIN, Get One at 50% Off consumer promotion from Hachette Book Group, retailers may claim a credit for each title **sold at the new suggested retail price** as specified below. The book sold at 50% Off must be of equal or lesser value to the book sold at full price. The credit will only be applied to the book sold at the promotional 50% Off discount. In order to participate, retailers **MUST** promote all of the titles from the attached list for the entire promotional window 11/5/2018 to 12/2/2018. Titles **MUST** be promoted together as a group front of section with appropriate signage and promoted on a website home page for the specified promotional period. This offer is open to all U.S. retailers that purchase on a returnable basis directly from HBG, or via a wholesaler, who would like to participate in this offer.

Guidelines:

Hachette Book Group will credit U.S. retailers who promote the titles below at Buy MAX EINSTEIN, Get One at 50% Off for the entire promotional period of 11/5/2018 to 12/2/2018. Retailers are, of course, free to charge whatever price they choose, but only those meeting the terms below will qualify for the credit. This promotion supersedes any previous offer on these titles.

ISBN	Title	Format	US Retail Price	New Suggested Promotional Retail Price	Credit Per Copy Sold
9780316523967	Max Einstein: The Genius Experiment	HC	\$ 14.99	\$ 7.50	\$ 3.75
9780316322027	Middle School: The Worst Years of My Life	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316322010	Middle School: Get Me Out of Here!	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316322034	Middle School: Big Fat Liar	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316505130	Middle School: How I Survived Bullies, Broccoli, and Snake Hill	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316322126	Middle School: Save Rafe!	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316284776	Middle School: Just My Rotten Luck	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316349543	Middle School: Dog's Best Friend	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316272629	Middle School: Escape to Australia	POB	\$ 13.99	\$ 7.00	\$ 3.50
9780316346900	Middle School: From Hero to Zero	POB	\$ 13.99	\$ 7.00	\$ 3.50

In order to be eligible, 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 4/1/2019. 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.