

---MEDIA ALERT---

Borders to Discuss How the Company is Enhancing and Sustaining Its Brand Online

An In-depth Case Study: Translating the Best Elements of In-store Shopping to Create a Unique Online Customer Experience

Cambridge, Mass. – June 10, 2008 – [Allurent](#)™ and [Endeca Technologies, Inc.](#), today announced that Graeme Grant, chief operating officer at Allurent, and Jesse Goldman, global lead, retail, for Endeca, will be joining Borders Group Vice President of e-Business Kevin Ertell for an interactive and informative [webinar](#) about the new [Borders.com](#).

As shoppers become more sophisticated, competition for market share increases, and the online channel becomes increasingly important toward revenues, it is imperative to find new and innovative ways to engage consumers and maximize results. This in-depth case study will outline the strategic vision and approach Borders and its technology partners used to revolutionize the online shopping experience.

Webinar attendees will discover new ways to increase sales by making the shopping experience more intuitive, build brand awareness by enticing consumers to explore products and associated content, and improve customer loyalty through novel merchandising strategies.

Who: Graeme Grant, chief operating officer, Allurent
Kevin Ertell, vice president of e-business, Borders Group, Inc.
Jesse Goldman, global lead, retail, Endeca

What: Differentiating Your Brand Online

When: Tuesday, June 17, 2008; 1:00 p.m. – 2:00 p.m. ET

To Register: <http://endeca.com/corporate-info/events/webinars/retail/index.html>

About Borders Group

Headquartered in Ann Arbor, Mich., Borders Group, Inc. (NYSE: BGP) is a \$3.8 billion retailer of books, music and movies with more than 1,100 stores and approximately 30,000 employees worldwide. The company recently launched Borders.com for online shopping. More information on the company is available at www.borders.com.

About Endeca

Endeca's innovative information access software helps people explore, analyze, and understand complex information, guiding them to unexpected insights and better decisions. The Endeca Information Access Platform, built around a new class of access-optimized database, powers applications that combine the ease of searching and browsing with the analytical power of business intelligence. More than 500 leading global organizations including ABN AMRO, Boeing, Cox Enterprises, the (US) Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of

Congress, Texas Instruments, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs, and streamline operations.

Headquartered in Cambridge, Mass., Endeca has operations in North America, Europe, and Australia. For more information: endeca.com or info@endeca.com.

About Allurent, Inc.

Leading retailers like Anthropologie, Borders®, Kohl's™ and Urban Outfitters partner with Allurent to create the most compelling online shopping experiences imaginable. Its innovative e-commerce products deliver rich interactions throughout the shopping lifecycle, from browsing to choosing to buying. The result is a superior shopping experience leading to more satisfied customers and greater sales. Allurent's deep experience developing world-class e-commerce software helps the company deliver intuitive and engaging products that are easily configured to match a retailer's brand and integrate with their existing e-commerce infrastructure. Allurent is headquartered in Cambridge, Mass. For additional information please visit www.allurent.com.

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