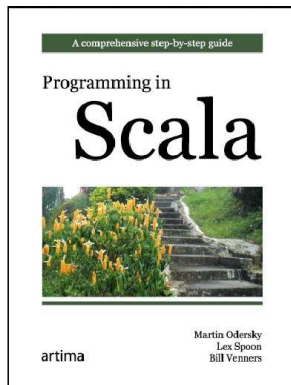




Survey of New Baker & Taylor Publishing Vendors September 2008–September 2009

of Vendors Accepted: 174
 # with Titles Selling 1+ Units: 123 (71%)
 Median Units Sold by Title: 23
 Highest # Units Sold: 4,731 (11/26/08 to date)

Bestseller



*Programming in Scala:
 A Comprehensive Step-by-Step Guide*
Publisher: Artima
List Price: \$49.99
Page Count: 776
Binding: Paper
Dominant Market Channel: Retail/Internet (77%)

Overview of Titles Submitted by New Vendors

Format		Content	
Cloth:	68 (28%)	Adult:	177 (73%)
Paper:	157 (64%)	Juvenile:	67 (27%)
Other:	19 (8%)		

Most Popular Subject Categories by Title Count

Category	# Titles	Avg. Units/Title
Poetry / General	3	1
Fiction / Urban Life	4	325
Business & Economics / Leadership	5	92
Juvenile Fiction / General	6	97
Fiction / General	7	140
Juvenile Fiction / Action & Adventure / General	8	5
Foreign Language Study / Southeast Asian Languages	8	4
Poetry / Middle Eastern	13	2

Data courtesy of Publisher Alley®, a division of Baker & Taylor. For information, visit www.puballey.com/flash or contact Jamie Carter: jamie.carter@baker-taylor.com.

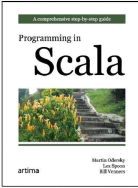
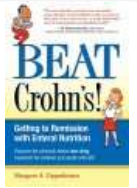

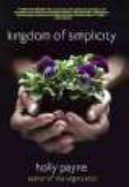
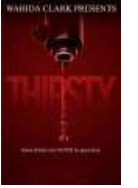





Based on Lifetime Sales as of 10/10/09

Overall Sales by Market Channel

Retail	64%	Library	31%
Internet	29%	Academic	0%
Chain	31%	Public	30%
Independent	4%	School	1%

Remaining 5% of sales to international, gov't/other, and medical channels.

Top Ten Titles from New B&T Vendors

Cover Image	Title	Units Sold	Cover Image	Title	Units Sold
	Category			Category	
1. 	<i>Programming in Scala: A Comprehensive Step-by-step Guide</i> Computers / Programming Languages / General	4731	6. 	<i>Beat Crohn's!: Getting to Remission With Enteral Nutrition</i> Health & Fitness / Diseases / Abdominal	815
2. 	<i>Trust No Man</i> Fiction / African American / General	3430	7. 	<i>Kingdom of Simplicity</i> Fiction / Contemporary Women	745
3. 	<i>Thirsty</i> Fiction / Urban Life	944	8. 	<i>Eat for Health: The Mind Makeover/ the Body Makeover: Lose Weight, Keep It Off, Look Younger, Live Longer</i> Health & Fitness / Weight Loss	647
4. 	<i>Blockbuster Plots Pure & Simple: Take the Panic Out of Plot</i> Language Arts & Disciplines / Composition & Creative Writing	936	9. 	<i>Stepping Up</i> Juvenile Fiction / Sports & Recreation / Basketball	499
5. 	<i>Essie: The True Story of a Teenage Fighter in the Bielski Partisans</i> History / Holocaust	931	10. 	<i>Swedish Death Metal</i> Music / Genres & Styles / Heavy Metal	485

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