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NEWS RELEASE

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Books-A-Million Opens New Stores in Houston, TX

BIRMINGHAM, AL – (October 17, 2008) Books-A-Million, Inc. (NASDAQ/NM:BAMM) opens the doors today to its new store in Houston, Texas. The 23,000 square foot Houston store, located in the Houston Pavilions at 1201 Main Street will host a grand opening celebration October 24 and 25. The Houston store marks Books-A-Million's 11th store in Texas.

The store will employ more than 40 people and will feature books, magazines, cards, gifts and collectibles. Specialty sections will include:

- Faithpoint – featuring an immense selection of Bibles, Christian Living and Christian Fiction titles.
- Kids-A-Million – featuring children's books, learning resources, toys and games that appeal to children, parents, teachers and librarians.
- Joe Mugs Café – a coffee and espresso bar complete with comfortable café seating and decadent pastries and snacks.

Houston residents who are new Books-A-Million patrons are encouraged to sign up for the Millionaire's Club, where members save 40 percent off hardback bestsellers, 20 percent off hundreds of items throughout the store and 10 percent off everything, everyday. The bookstore also offers discount programs for teachers and community organizations.

Books-A-Million is one of the nation's leading book retailers and sells on the Internet at www.booksamillion.com. The Company presently operates more than 200 stores in 20 states and the District of Columbia. The Company operates two distinct store formats, including large superstores operating under the names Books-A-Million and Books & Co., and traditional bookstores operating under the name Bookland. The Company's wholesale operations include American Wholesale Book Company and Book\$mart, both based in Florence, Alabama. For more information, visit the company's website at www.booksamillioninc.com.

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