

For Immediate Release

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Kepler's plans to re-open on October 8th

Public support and new lease with Tan Group pave way for Kepler's renaissance

MENLO PARK, Calif., and PALO ALTO, Calif., Oct. 3, 2005 – Kepler's today announced a successful lease agreement with the Tan Group. With the signing of this agreement, multiple community leaders have started the process of turning their pledges into actual investments. Kepler's is currently planning a rally and store opening on October 8th.

"I appreciate the Tan Group's willingness to re-negotiate our lease, paving the way for the bookstore's re-opening," said Clark Kepler, President, CEO and Chairman of the Board of Kepler's.

Mickie Winkler, Mayor of Menlo Park, agrees, "The Council and the community are delighted that negotiations between Kepler's and the Tan Group have come to a successful conclusion. We really appreciate everything Joe Tan did to keep Kepler's in its premier Menlo Center location."

Patron's Circle Mobilizes

The Kepler's Patron's Circle, more than 17 community-minded individuals, are moving toward turning their pledges into reality, providing the financial basis for the bookstore's renaissance.

"We are so thankful to have found, in the midst of our community, so many neighbors committed to honor our legacies, as well as to a future rich in books, as symbols of unfettered ideas, endless questions and intellectual vitality," said Daniel Méndez, Kepler's Board member and co-founder and CTO of Visto Corporation, a wireless technology firm in Redwood City.

Kepler's Plans Rally

To celebrate Kepler's re-opening, multiple volunteers are currently planning a public rally at the bookstore Friday, October 8th, at 11:00 a.m. after which the store plans to open. At the planned rally, the bookstore's new membership program and upcoming benefit author events will be unveiled, and there will be a raffle for \$500 worth of books. [Please see related press release for further details: "Kepler's to unveil membership program and upcoming benefit author events at

planned October 8th community rally”.]

“The planned rally on October 8th will celebrate a re-invigorated Kepler's Books as a vibrant hub for the cultural and financial life of downtown Menlo Park now and for generations to come,” said City Council Member Kelly Fergusson stated. “With strong public support of our local businesses, everyone wins -- and residents will enjoy anew Menlo Park's signature local character.”

Public Supports Kepler's

“I am excited and appreciative beyond words,” said Kepler. “I want to thank the Tan Group, the Patron's Circle and Board of Directors, the Menlo Park City Council and other local community leaders, and business people who contributed their expertise. My heartfelt thanks go to these people as well as local business professionals who worked pro bono negotiating the necessary contracts and helping us develop a new business plan that will keep the bookstore going long into the future. These include Anne Banta, a local marketing consultant who will take on the role of Chief Marketing Officer for Kepler's; the Menlo Park office of Orrick, Herrington & Sutcliffe, a widely recognized law firm; Theodore Sorensen of the Corporate Advisory Law Group; Mitchel Slomiak, Virtual CFO and Business Planning Services based in Menlo Park; and Gail Slocum, former Mayor of Menlo Park.”

Other important contributors to Kepler's renaissance include local political leaders State Senator Joe Simitian, State Assemblyman Ira Ruskin and Congresswoman Anna Eshoo. Local business people contributing expertise include Kenneth Kaye, Attorney at Law; Ricky Opaterny, host of www.savekeplers.com and an avid reader; and Susan Lider, Principal of Slider & Associates, a local marketing and strategic communications agency. In addition, there are more than 300 people who have volunteered to help Kepler's, pending the bookstore's planned re-opening.

About Kepler's Books

Kepler's Books is a 50-year-old bookstore that is considered the heart and soul of Menlo Park and one of only a few remaining independent bookstores on the Peninsula. Kepler's is known for its broad book selection, phenomenal authors' events and distinguished employees who have extensive knowledge of the store's books and are clearly book lovers.

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