



Premier Books Direct is a highly successful display marketing company that supplies high quality, bargain priced book and gift items to the general public at their workplace. Our prices are typically 40% - 70% less than retail and significantly lower than our competitors. Our outstanding variety of books and brand name merchandise enables school staff to purchase gifts for less than half of what they would pay in a store.

The Distributor visits the school and leaves a set of samples for display, usually in the staff room. Since the products are left for a week, everyone has lots of time to look at them. Teachers and staff can shop at their own convenience and leisure. A week later the Distributor returns to pick up the samples and deliver orders on the spot. Four to six weeks later the Distributor returns with a new set of sample products.

After steadily growing over the past eight years, Premier Books Direct now services over 30,000 schools throughout the United States. As part of our commitment to the community, Premier has entered into a partnership with D.A.R.E. America, whereby we've committed over a million dollars to D.A.R.E. over the next four years.

Premier is committed to D.A.R.E. on the national level but we also understand that officers in each community run programs specific to them and are also in need of funds to support those programs. So Premier is striving to help D.A.R.E. officers on a local level as well. When a school agrees to a placement through a D.A.R.E. officer Premier will donate \$100 per school to the local D.A.R.E. program. By choosing to use Premier's service, the school is also supporting the D.A.R.E. initiative both on national and local levels. For a Premier Books representative in your area please call Al Bessada at 1-877-625-4766, extension 227.

