

FOR IMMEDIATE RELEASE

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New Angry Birds Space is Out of This World on NOOK[®]

Barnes & Noble Adds the New Galactic Edition to Bestselling Angry Birds NOOK App[™] Collection for NOOK Tablet[™] and NOOK Color[™]

New York, New York – March 22, 2012—Barnes & Noble, Inc. (NYSE: BKS), the leading retailer of content, digital media and educational products, today announced Angry Birds Space, the most highly anticipated game from Rovio Entertainment, is now available for the critically acclaimed NOOK Tablet and NOOK Color. Featuring 60 interstellar levels on planets and in zero gravity, NOOK customers can now float through space exploring a whole new galaxy of innovative gameplay, ranging from slow-motion puzzles to light speed destruction, plus new superhero characters with special abilities – optimized for NOOK Tablet and NOOK Color's stunning VividView[™] touchscreen display.

"Angry Birds titles consistently remain among our top selling NOOK Apps, and we're excited to bring the newest addition of the global phenomenon, Angry Birds Space, to our millions of NOOK Tablet and NOOK Color customers," said Jamie Iannone, President of Digital Products, at Barnes & Noble. "Whether setting up an intergalactic trick shot or exploring the beautifully detailed background, NOOK is equipped with the speed and ultra-responsive, beautiful touchscreen that makes this game experience out of this world."

"We're thrilled to bring NOOK customers a completely new Angry Birds game with spectacular new gameplay," said Peter Vesterbacka, Mighty Eagle and Chief Marketing Officer at Rovio. "Angry Birds Space takes the game galactic, while retaining the familiar elements of Angry Birds that our fans have grown to know and love."

In addition to Angry Birds Space, Barnes & Noble offers customers a robust selection of Angry Birds NOOK Apps, including Angry Birds, Angry Birds Rio and Angry Birds Seasons. From digital to physical, Barnes & Noble bookstores have even more exciting content for Angry Birds fans with a selection of Angry Birds merchandise— from books and calendars to games, posters and more.

Angry Birds Space, along with thousands of high-quality, popular NOOK Apps, are available on NOOK Tablet, the company's fastest, lightest tablet, and the award-winning NOOK Color. With the quality collection of NOOK Apps, customers can choose from a selection of only the best apps available, and enjoy a simple, organized way to discover and purchase apps – right alongside their favorite books, periodicals and more. Barnes & Noble's highly acclaimed

NOOK Tablet and NOOK Color bring to life all types of content– from popular movies and TV shows, to over 2.5 million books, magazines, comics, children’s books, and more – all at incredibly low prices starting at \$169.

About NOOK® from Barnes & Noble

Barnes & Noble’s NOOK brand of eReading products makes it easy to read what you love, anywhere you like™ with a fun, easy-to-use and immersive digital reading experience. With NOOK, customers gain access to Barnes & Noble’s expansive NOOK Store™ of more than 2.5 million digital titles, and the ability to enjoy content across a wide array of popular devices. NOOK Tablet™ is Barnes & Noble’s fastest, lightest tablet with the best in entertainment from top services and everything you want in a tablet at a great value (\$199 for NOOK Tablet – 8GB, and \$249 for NOOK Tablet – 16GB). Both NOOK Tablet and the award-winning NOOK Color™ (\$169) feature a stunning 7-inch VividView™ Color Touchscreen to read all of the content you love, shop popular apps, connect via email, browse the Web and more. The NOOK Simple Touch™ (\$99) is the fastest, easiest to use reader with the world’s best reading screen and the longest battery life. Barnes & Noble offers NOOK owners Always Free NOOK Support in any of its nearly 700 bookstores, as well as free Wi-Fi® connectivity to enjoy the Read In Store™ feature to read NOOK Books™ for free, and the More In Store™ program, which offers free, exclusive content and special promotions. Barnes & Noble was the first company to offer digital lending for a wide selection of books through its LendMe® technology, available through NOOK eReading products. Find NOOK devices in Barnes & Noble stores and online at www.BN.com, as well as at Best Buy, Walmart, Staples, Target, Radio Shack, Books-A-Million, OfficeMax, Fred Meyer, P.C. Richard & Son stores, Office Depot, Fry’s Electronics and Systemax Inc. retailers.

In addition to NOOK devices, Barnes & Noble makes it easy for customers to enjoy any book, anytime, anywhere with its FREE NOOK Reading Apps™, available at www.nook.com/freenookapps. Customers can use Barnes & Noble’s free eReading software to access and read books from their personal Barnes & Noble digital library on devices including iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, PC and Mac®. Lifetime Library™ helps ensure that Barnes & Noble customers will always be able to access their digital libraries on NOOK products and software-enabled devices and BN.com. Barnes & Noble also offers NOOK Study™ (www.nookstudy.com), an innovative study platform and software solution for higher education, NOOK Kids™ (www.nookkids.com), a collection of digital picture and chapter books for children, and NOOK Books en español™ (<http://www.barnesandnoble.com/ebooksenespanol>), the first-ever Spanish language digital bookstore in the United States.

For more information on NOOK devices and eReading software, updates, new NOOK Book releases, Free Friday™ NOOK Books and more, follow us on www.twitter.com/nookBN and www.facebook.com/nookBN.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE:BKS), the world’s largest bookseller and a Fortune 500 company, operates 691 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 641 college bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. Barnes & Noble conducts its online business through BN.com (www.bn.com), one of the Web’s largest e-commerce sites, which also features more than two million titles in its NOOK Bookstore™ (www.bn.com/ebooks). Through Barnes & Noble’s NOOK™ eReading product offering, customers can buy and read digital books and content on the widest range of platforms, including NOOK devices, partner company products, and the most popular mobile and computing devices using free NOOK software. Barnes & Noble is proud to be named a J.D. Power and Associated 2012 Customer Service Champion and is only one of 50 U.S. companies so named.

General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company’s corporate website: www.barnesandnobleinc.com.

NOOK®, NOOK Tablet™, NOOK Simple Touch™, NOOK 1st Edition™, NOOK 1st Edition Wi-Fi™, NOOK Color™, Reader’s Tablet™, PagePerfect™, Best-Text™, Fast Page™, NOOK Books™, NOOK Store™, NOOK Bookstore™, NOOK Newsstand™, NOOK Magazines™, VividView™, ArticleView™, NOOK Newspapers™, NOOK Comics™, NOOK Cloud™, NOOK Apps™, FREE NOOK Reading Apps™, PubIt!™, NOOK Discover™, NOOK Kids™, Read and Play™, Read to Me™, Read and Record™, NOOK Digital Shop™, Read In Store™, More In Store™, NOOK Friends™, LendMe®, NOOK Library™, NOOKBoutiques™, The Barnes & Noble Promise™, NOOK Books en español™, NOOK Study™, Free Friday™, Lifetime Library™ and Read What You Love. Anywhere You Like™ are trademarks of Barnes & Noble, Inc. Other trademarks referenced in this release are the property of their respective owners.

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