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**Harry Potter eBooks Available for the First Time on NOOK® by Barnes & Noble****Attention Muggles: Starting Today, You Can Download NOOK Editions of All 7 Harry Potter Books by J.K. Rowling from the Pottermore Shop!**

**New York, New York – March 27, 2012–Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, today announced the highly-anticipated eBook editions of J.K. Rowling’s bestselling Harry Potter stories are now available to buy for the first time ever at the Pottermore Shop through BN.com and NOOK starting today. All seven titles in the Harry Potter series, plus a complete set, can be instantly downloaded to Barnes & Noble’s full portfolio of NOOK devices including the award-winning NOOK Tablet™, NOOK Color™ and NOOK Simple Touch™, as well as to the free NOOK Reading Apps™. NOOK customers can purchase the Harry Potter eBooks at the Pottermore Shop by visiting [nook.com/harrypotter](http://nook.com/harrypotter).

Pottermore is a unique and free-to-use online experience, built around the Harry Potter books, created for a new digital generation of readers who can explore, share and participate in the stories, showcase their creativity and discover new information about the world of Harry Potter from J.K. Rowling herself.

“We are thrilled to bring the wonderful world of Harry Potter to our NOOK customers,” said Jim Hilt, Vice President of eBooks for Barnes & Noble. “By offering the NOOK editions of this popular series, long-time fans and first-time readers can experience the magic of Harry Potter in a new, exciting way and read what they love, anywhere they like on NOOK.”

In the coming weeks and months, Barnes & Noble will continue to bring the excitement of Harry Potter and Pottermore to fans young and old as even more books are added, more content from J.K. Rowling is featured and more activities come online.

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