

Fact Sheet

NOOK Simple Touch™ – Best Reader and Value, Now Also Available with Breakthrough GlowLight™

NOOK Simple Touch by Barnes & Noble is the most highly acclaimed, fastest and easiest to use Reader, offering paper-like, glare-free readability, even in bright sunlight. The newest addition to the NOOK line, NOOK Simple Touch with GlowLight combines the world's most advanced and fastest E Ink® display and an award-winning reading experience with a breakthrough lighting solution to create a better nighttime reading experience than LCD. Lightweight and ultra-portable, NOOK Simple Touch features a long-lasting battery life and ergonomic soft-touch design, making it comfortable to hold in one hand for long periods of time and easy to fit in a jacket or pocket for reading on the go. Learn more and experience NOOK Simple Touch and NOOK Simple Touch with Glow Light at www.nook.com or at NOOK Digital Shops™ and displays in one of Barnes & Noble's nearly 700 bookstores, and other leading retailers.

World's Most Advanced Reading Display

Using the most advanced and fastest E Ink display, NOOK Simple Touch devices feature lightning-fast page turns for an exceptional paper-like and glare-free reading experience anywhere. The company's exclusive Best-Text™ technology with adjustable fonts optimizes each letter so words appear crisp and clear.

Brightest Innovation in Reading

NOOK Simple Touch with GlowLight is the world's first and only E Ink Reader that lets you read in the dark. NOOK Simple Touch with GlowLight delivers a soft, uniform glow across the display, creating just the right amount of light for reading at bedtime without disturbing a sleepy spouse. GlowLight turns on instantly and adjusts with just a touch, so customers can control the amount of light, whether in a dimly lit or pitch dark room. Like two Readers in one, NOOK Simple Touch with GlowLight also features a revolutionary built-in screen protector to provide paper-like reading with no glare, even in bright sun.

Easy-to-Use 6-inch Touchscreen

NOOK Simple Touch is intuitive and easy to navigate, shop and read. Just tap the fine-tuned, infrared 6-inch touchscreen to find the best selection of books, magazines and newspapers with ease. Turn pages, look up words, highlight passages, and adjust the font size and style – all with just the touch of a finger.

Light, Compact and Portable

NOOK Simple Touch has an ergonomic, contoured design with a soft-touch back that makes it easy and comfortable to read, even with just one hand, for extended periods of time. NOOK's sleek, but durable, compact design makes it easy to fit in a jacket, pocket, purse or backpack. Both models are extremely lightweight and at less than 7 ounces, NOOK Simple Touch with GlowLight is the lightest NOOK ever. With 2GB of storage, NOOK can hold up to 1,000 digital books and more content using the expandable memory slot and up to 32GB microSD™ cards.

Long-Lasting Battery Life

With the longest battery life of any 6-inch Reader, NOOK Simple Touch allows you to read for over 2 months on a single charge with Wi-Fi® off. Read for over one month on a single charge on NOOK Simple Touch with GlowLight, with the light on and Wi-Fi off.

Shop More than 2.5 Million Titles

NOOK wirelessly connects via Wi-Fi to the world's largest digital bookstore of more than 2.5 million books, magazines and newspapers, including thousands of free titles, all at your fingertips. Most titles are

\$9.99 or less and you can sample any NOOK Book™ for free. Choose from over 250 popular national and local market newspapers and magazines from NOOK Newsstand™, automatically delivered to your NOOK the moment they're released. Get personalized recommendations from Barnes & Noble experts to decide what to read next.

Connect with NOOK Friends™

Connect with NOOK Friends, an exciting social experience, to share and find new titles. See your friends' favorites and recommended reads. With Barnes & Noble's exclusive LendMe® technology, you can also lend eligible books to friends, at no cost, for up to 14 days, and see and request to borrow their LendMe books, too.

A Personalized Experience

NOOK lets you choose from seven font sizes and six font styles to customize your reading experience. Organizing your books couldn't be easier using My Shelves. Just like a bookcase, you can group and arrange books on the shelves you name. Personalize your device with one of Barnes & Noble's screen savers or upload personal photos to make NOOK your own. And Barnes & Noble also offers a complete selection of colorful, high-quality NOOK accessories to fit your style.

Read What You Love, Anywhere You Like™

With NOOK, your entire NOOK Library™ goes wherever you go. In addition to your Barnes & Noble digital content, easily transfer and read personal EPUB and PDF files on your device. If you forget your NOOK at home, Barnes & Noble's line of free eReading software lets you continue reading on your favorite mobile and computing devices. Barnes & Noble syncs your NOOK Library and the last page read across NOOK products and software-enabled devices so you can pick up right where you left off. And, because NOOK Simple Touch devices use the open, most widely used EPUB format, you can also borrow digital books from your local library.

The Barnes & Noble Promise™

You will find unmatched customer support in nearly 700 neighborhood Barnes & Noble bookstores with more than 40,000 booksellers across the country ready to assist you with setting up your NOOK or choosing your next great read. NOOK customers also can enjoy award-winning customer service via phone and email.

Availability

NOOK Simple Touch is available at Barnes & Noble stores and www.nook.com for only \$99. NOOK Simple Touch with GlowLight is \$139, can be pre-ordered online and in Barnes & Noble stores, and will be available beginning in early May. Experience NOOK Simple Touch, NOOK Tablet™ and NOOK Color™ at www.nook.com or at NOOK Digital Shops and displays in one of Barnes & Noble's nearly 700 bookstores. The NOOK portfolio is also available at leading retailers including Best Buy, Target, Walmart and others.

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NOOK Simple Touch and NOOK Simple Touch with GlowLight Tech Specs	
Size	6.5 inches (H) x 5.0 inches (W) x 0.47 inches (D)
Weight	<ul style="list-style-type: none"> • NOOK Simple Touch: 7.48 ounces (212 grams) • NOOK Simple Touch with GlowLight: 6.95 ounces (197 grams)
Display	<ul style="list-style-type: none"> • 6-inch touchscreen with infrared technology and E Ink Pearl Display. 16-level gray scale, high-contrast screen • NOOK Simple Touch with GlowLight includes same, plus: GlowLight and built-in anti-glare screen protector • 7 adjustable font sizes and 6 font styles for extra clear readability
Operating System	Android OS 2.1
Power and Battery	<p>Longest battery life of any 6-inch Reader</p> <ul style="list-style-type: none"> • Over 2 months with Wi-Fi off; over 3 weeks with Wi-Fi on • NOOK Simple Touch with GlowLight: Over one month with Wi-Fi off and GlowLight on, over 2 months with GlowLight off, Wi-Fi off • Installed rechargeable battery • Charges via power adapter or USB to computer • Charging time: 3 hours from wall outlet
Storage	<ul style="list-style-type: none"> • 2GB on-board memory holds up to 1,000 NOOK Books • Expandable memory slot supports microSD card up to 32GB
Connectors & Input/Output	<ul style="list-style-type: none"> • Micro-USB connector • Expandable microSD slot
Connectivity	<ul style="list-style-type: none"> • Wireless connectivity via Wi-Fi (802.11 b/g/n) <ul style="list-style-type: none"> ○ B&N in-store fast and free Wi-Fi ○ Complimentary access at nearly 30,000 AT&T Wi-Fi hotspots including restaurants, hotels, and more ○ Connects in most Wi-Fi hotspots including those which require additional information or confirmation through a Web browser
Supported File Types	<ul style="list-style-type: none"> • NOOK Bookstore™ files are delivered in EPUB. Also supports PDF, and JPG, PNG, BMP and GIF images for personalized screensaver.
Book Reading and Sharing on Other Devices	<p>In addition to NOOK, NOOK Color™ and NOOK Tablet™ devices, NOOK Books from Barnes & Noble can be enjoyed and shared on the following compatible devices using the company's free line of reading apps (available at www.bn.com/freenookapps):</p> <p>iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, PC and Mac®</p>

Images and additional information can be found at www.nook.com/media

Customer service can be reached at 1-800-THE-BOOK or nook@barnesandnoble.com.

Media Conacts:

Mary Ellen Keating
Corporate Communications
Barnes & Noble, Inc.
(212) 633-3323
mkeating@bn.com

Carolyn J. Brown
Corporate Communications
Barnes & Noble, Inc.
(212) 633-4062
cbrown@bn.com

Updated 4/12/12