

FOR IMMEDIATE RELEASE

**DC ENTERTAINMENT GRAPHIC NOVELS NOW AVAILABLE ON
NOOK® BY BARNES & NOBLE**

**NOOK Comics™ Introduces New Zoom View Feature:
Zoomed in Panel-by-Panel Viewing Experience
Debuting on DC Entertainment Graphic Novels**

Burbank, CA and New York, New York – June 26, 2012 – Barnes & Noble, Inc. (NYSE: BKS), the leading retailer of content, digital media and educational products, today announced a partnership with DC Entertainment to bring its bestselling line-up of graphic novels featuring iconic DC Comics and Vertigo characters like *Batman*, *Superman*, *Wonder Woman* and *Sandman* to the award-winning NOOK Tablet™ and NOOK Color™, as well as Android tablets via the NOOK for Android™ app. The new partnership brings together DC Entertainment, the comic book industry's most prolific digital trailblazer, and NOOK Comics, the leading provider of digital graphic novels and comics with more than 4,000 titles available.

With the addition of DC Entertainment content, Barnes & Noble is also introducing Zoom View, an all-new NOOK Comics feature designed for NOOK Tablet and NOOK Color. Zoom View allows readers to focus in on individual panels in graphic novels and comics, allowing them to fully enjoy the stunning artwork and compelling storytelling that brings this genre to life. Zoom View will be immediately available on all DC Entertainment titles.

“Our goal is to reach the broadest possible audience and this new partnership with Barnes & Noble brings *Batman*, *Superman* and many other iconic DC Comics and Vertigo characters to the millions of NOOK Tablet and NOOK Color readers,” said Jim Lee, co-publisher of DC Entertainment. “The new Zoom View feature makes our comics even easier to read, and emphasizes the graphic and artistic storytelling that is paramount to our art form.”

“Barnes & Noble is committed to offering NOOK customers a wide selection of digital graphic novels, and we're excited to offer DC Entertainment's fan-favorite collections on NOOK,” said Jim Hilt, Vice President, eBooks for Barnes & Noble. “The new Zoom View feature makes the reading experience even more interactive, and takes these graphic novels to a whole new level of entertainment.”

With more than 100 DC Entertainment graphic novels now available, the world's greatest superheroes, their most acclaimed stories and most powerful graphic novels are on NOOK. More titles will be added every month and can be purchased at www.nook.com/dccomics, or directly on NOOK Tablet, NOOK Color, and Android tablets via the NOOK for Android app. DC Entertainment's graphic novels are also available in Barnes & Noble retail locations.

Key DC Entertainment titles that are available immediately include:

- Graphic novel titles from *DC COMICS – THE NEW 52*, including *Justice League, Vol. 1: Origin*, *Animal Man Vol. 1: The Hunt*, *Batman Vol. 1: The Court of Owls*, *Justice League International Vol. 1: The Signal Masters*, *Catwoman Vol. 1: The Game*, *Green Lantern Vol. 1: Sinestro*, *Stormwatch Vol. 1: The Dark Side*, *Green*

Arrow Vol. 1: The Midas Touch, Wonder Woman Vol. 1: Blood, and Batman: Detective Comics Vol. 1: Faces of Death.

- Other best-selling graphic novels including *Watchmen, All Star Superman Vol. 1 and 2, Fables Vol. 1-15, The Sandman Vol. 1-10, Superman Earth One, The League of Extraordinary Gentlemen Vol. 1-2, V for Vendetta, Batman: Hush, and Batman: Year One*, among many others.

Zoom View requires an update to the current NOOK Tablet and NOOK Color software. The free software update, version 1.4.3, is available for download today at www.nook.com/support. A free over-the-air (OTA) update requiring no action from customers will begin rolling out to customers via Wi-Fi starting June 27.

With all NOOK products, customers can shop Barnes & Noble's expansive NOOK Store™ of more than two million digital titles. In addition, Barnes & Noble offers always free in-store NOOK support for customers to set up and learn how to use their new device face-to-face with friendly neighborhood NOOKsellers™.

About DC Entertainment:

DC Entertainment, home to iconic brands [DC Comics](#) (Superman, Batman, Green Lantern, Wonder Woman, The Flash), [Vertigo](#) (Sandman, Fables) and [MAD](#), is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world. In January 2012, DC Entertainment, in collaboration with Warner Bros. and Time Warner divisions, launched [We Can Be Heroes](#)—a giving campaign featuring the iconic Justice League super heroes—to raise awareness and funds to fight the hunger crisis in the Horn of Africa.

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 Associates 2012 Customer Service Champion and is one of only 50 U.S. companies so named. Barnes & Noble.com is ranked the number one online retailer in customer satisfaction in the book, music and video category and a Top 10 online retailer overall in customer satisfaction according to ForeSee E-Retail Satisfaction Index (Spring Top 100 Edition).

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 with GlowLight™, NOOK Simple Touch™, NOOK Color™, Reader's Tablet™, Best-Text™, NOOK Store™, NOOK Bookstore™, NOOK Magazines™, VividView™, NOOK Newspapers™, FREE NOOK Reading Apps™, NOOK Kids™, NOOK Digital Shop™, Read In Store™, More In Store™, LendMe®, NOOK Library™, NOOK Books en español™, NOOK Study™, 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.

Follow Barnes & Noble on Twitter (www.bn.com/twitter), Facebook (<http://www.facebook.com/barnesandnoble>) and YouTube (<http://www.youtube.com/user/bnstudio>).

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. NOOK Simple Touch™ (\$99) is the fastest, easiest to use reader with the world's best reading screen and the longest battery life and NOOK Simple Touch with GlowLight™ (\$139) features patent-pending lighting technology that makes it perfect for reading at bedtime and on the beach. 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.nook.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, Kmart, hhgregg, Sears 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/nook.

#

Press Contacts:

Brandy Phillips
DC Entertainment
Brandy.Phillips@dcentertainment.com
818-954-3325

Carolyn Brown
Barnes & Noble
cbrown@bn.com
212-633-4062