

FOR IMMEDIATE RELEASE

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Barnes & Noble Enhances Free eReading Software Offering with NOOK™ for iPhone®, iPad™ and PC

Completely New iPhone Application Delivers The Most Easy-to-Use, Customizable iPhone and iPod touch® Reading Experience

NOOK for iPad Updated with First “Rate” Feature on eReading Software

Only eReading Software and Apps to Offer eBook Lending

New York, New York – August 17, 2010 – Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, today enhanced its offering of popular, free NOOK-branded eReading software with updated versions for iPhone, iPod touch, iPad and PC (available at www.bn.com/NOOKapps).

Completely new, the next-generation NOOK for iPhone application delivers the most personalized and easy-to-use eReading experience for iPhone and iPod touch owners. NOOK for iPad adds customer-requested, in-app content rating and other improvements to the company’s popular iPad app, and NOOK for PC brings new branding to the company’s desktop software. “Read what you love, anywhere you like”™ with the entire family of free NOOK eReading software and apps, which enables mobile device and computer users to shop more than one million digital titles in the Barnes & Noble eBookstore, access eBooks from their personal Barnes & Noble digital library and use the company’s breakthrough LendMe™ technology to share eBooks with friends.

Taking a page from the company’s popular, highly customizable NOOK for iPad application, Barnes & Noble gives NOOK for iPhone users the ability to tailor the way they consume content, offering a simple, attractive reading experience from the handheld device. Users can create completely personalized or utilize professionally designed themes, and optimize content for day or night reading, with one-tap options and a preview before settings are changed. With unparalleled customization features, the NOOK for iPhone app offers customers the ability to choose from millions of colors for fonts, backgrounds or links, as well as the option to control screen brightness to make reading on the iPhone easy and comfortable. Barnes & Noble designed the NOOK for iPhone to optimize eBook cover art and text on the new iPhone 4’s Retina display, and it also works well on earlier iPhone and iPod touch models.

The new NOOK for iPhone also offers more choice than ever before in an iPhone eReading app: line spacing, font style and sizes, and justification can be adjusted according to user preference. Customers can also opt to use the publisher's original setting to view the eBook exactly as the publisher and author intended. NOOK for iPhone offers portrait or landscape viewing; one-touch access to highlight, make notes or bookmark a page; and the ability to easily delete samples from within the application. Learn more or get the new application at www.bn.com/NOOKforiPhone and www.itunes.com/appstore.

“We are committed to offering an easy-to-use, comfortable, and fun NOOK eReading experience across multiple platforms. NOOK for iPhone users can shop Barnes & Noble's vast catalog of eBooks, while enjoying new, customization features and sharing their favorite eBooks with friends for free,” said Douglas Gottlieb, Vice President, Digital Products for Barnes & Noble.com. “NOOK for iPhone puts thousands of eBooks in your pocket, and the reading experience is fantastic. It's another way that Barnes & Noble's NOOK offering makes it truly easy to read what you love, anywhere you like.”

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NOOK for iPad, PC

The NOOK family of devices and software continues to evolve with an update for the iPad app, available at www.bn.com/NOOKforiPad and www.itunes.com/appstore.

Complete with a new name, NOOK for iPad continues to differentiate itself from other iPad applications with an industry-first “Rate” feature – a fun and helpful way for users to indicate and easily sort their favorite reads. iPad users can simply tap the stars beneath all of the eBooks in the Library to give each a rating of one to five. NOOK for iPad also includes additional performance enhancements from the previous version.

In addition, today's announcement also marks the company's re-introduction of its desktop client as NOOK for PC (available at www.bn.com/NOOKforPC). With the ability to shop the Barnes & Noble eBookstore, access to a customer's personal Barnes & Noble digital library and share eBooks with friends, NOOK for PC offers customers the ability to enjoy eReading on their Windows-based desktop, laptop or netbook.

As previously noted, the company continues to leverage the strength of its NOOK brand across its entire eReading offerings, including NOOK for Mac[®], and more in the coming months, and will continue to update its NOOK software offering with enhanced features

in the coming months. For more information on free NOOK software and apps, please visit www.bn.com/NOOKapps.

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