

## FOR IMMEDIATE RELEASE

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## **Barnes & Noble Launches More NOOK™ eBook Reader Firsts: Read In Store™ Experience and Apps with Games, Along With Web Browser and Enhanced Wi-Fi® Connectivity**

**NOOK Customers Can Browse Complete eBooks for Free in Barnes & Noble Stores**

**Enjoy Chess and Sudoku, Faster Page Turns, Enhanced Home Screen and More  
on Updated NOOK Software Now Available**

**New York, New York – April 23, 2010 – Barnes & Noble, Inc. (NYSE: BKS)**, the world's largest bookseller, announced more new firsts and features for its popular NOOK eBook Reader, including the breakthrough Read In Store experience (in beta) to browse complete eBooks in Barnes & Noble stores at no cost, as well as challenging games – the first Android applications available on the device – enhanced Wi-Fi connectivity and a basic Web browser (in beta). The new features, along with additional reading and device performance optimization, such as faster page turns and an enhanced home screen, are part of NOOK v1.3 software, which is now available.

In Barnes & Noble stores, NOOK automatically connects to the fast and free Wi-Fi where NOOK customers can tap on the Shop button to now enjoy the beta Read In Store feature. Customers can read many complete eBooks available in Barnes & Noble's expansive eBookstore of more than one million digital titles, even if the physical book is not in stock. From current bestsellers to classics, customers can enjoy a wide variety of eBooks from hundreds of publishers, including all the major publishing houses. Soon, in-store visitors will also be able to virtually flip through leading daily newspapers and magazines covering news, finance and technology available in the eBookstore.

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“Our digital customers will feel at home in our stores with Read In Store, which puts a digital spin on the popular Barnes & Noble bookstore experience that millions of our customers enjoy each day. At no cost, NOOK customers can browse through our robust collection of digital content while enjoying their favorite beverage in our café,” said Tony Astarita, Vice President, Digital Products, Barnes & Noble.com. “We know our customers enjoy discovering great reads in our bookstores. So, we worked closely with our valued publishing partners to offer this innovative digital experience for NOOK owners when they visit any of our 723 Barnes & Noble stores.” Mr. Astarita added, “We also included new games and many other entertaining features to continue to deliver on our promise to make NOOK the most fun, easy-to-use eBook Reader for people who love to read.”

Other updates NOOK customers will enjoy with v1.3 software include:

- **Reading experience:** To help customers get to their content conveniently and quickly, Barnes & Noble has continued to optimize NOOK’s performance with improved page turn speed, faster access to previously opened eBooks, enhanced color touch screen navigation and more.
- **Games:** From eBooks to rooks, play Chess against NOOK with one of three levels of difficulty, or get puzzled with Sudoku, choosing from four levels of play. Control the game using the color touch screen as the game board appears on the E Ink® display.
- **Wi-Fi connectivity:** In addition to Barnes & Noble bookstores and other Wi-Fi hotspots, enjoy high-speed connectivity in even more places, such as those that require access to additional information through a Web browser including hotels and coffee shops.
- **Basic Web browser (Beta):** While connected via Wi-Fi, explore the Web and check Internet-based e-mail accounts on the E Ink display, while using the color touch screen for navigation and to access the virtual keyboard.
- **Updated home screen:** From the home menu (located on the lower color touch screen), get easy, direct access to existing features including Audio and Wi-Fi settings, as well as new features such as Games and beta Web browser.

NOOK v1.3 is now available via manual download at [www.nook.com/update](http://www.nook.com/update) with additional information and easy-to-follow directions. NOOKs connected to Wi-Fi will receive an automatic NOOK v1.3 update over the next week.

### **About NOOK™, by Barnes & Noble**

NOOK marries innovative technology and sleek minimalist design with access to the Barnes & Noble’s digital store of over one million eBooks, newspapers and magazines. NOOK’s color touch screen for navigation along with a best-in-class E Ink display offer an immersive, enjoyable e-reading experience. It offers both 3G wireless and Wi-Fi access, is the first to offer digital lending for a wide selection of eBooks through its LendMe™ technology. In Barnes & Noble stores, NOOK customers can access free Wi-Fi connectivity, enjoy the beta Read In Store feature to browse many complete eBooks for free, and the More In Store program, which offers free, exclusive content and special

promotions. NOOK is available for \$259 in Barnes & Noble stores, [www.nook.com](http://www.nook.com) and at Best Buy stores and [www.bestbuy.com](http://www.bestbuy.com).

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### **About Barnes & Noble, Inc.**

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 723 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 639 college bookstores serving nearly 4 million students and over 250,000 faculty members at colleges and universities across the United States. Barnes & Noble is the nation's top bookseller brand for the seventh year in a row, as determined by a combination of the brand's performance on familiarity, quality, and purchase intent; the top bookseller in quality for the second year in a row and the number two retailer in trust, according to the EquiTrend® Brand Study by Harris Interactive®. Barnes & Noble conducts its online business through Barnes & Noble.com ([www.bn.com](http://www.bn.com)), one of the Web's largest e-commerce sites, which also features more than one million titles in its eBookstore ([www.bn.com/ebooks](http://www.bn.com/ebooks)). Barnes & Noble customers can buy and read eBooks on the widest range of platforms, including NOOK™ by Barnes & Noble, eBook readers from partner companies, and hundreds of the most popular mobile and computing devices using free BN eReader software.

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### **SAFE HARBOR**

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disruptions in the company's computer systems, telephone systems or supply chain, possible risks associated with data privacy and information security, possible work stoppages or increases in labor costs, possible increases in shipping rates or interruptions in shipping service, effects of competition, possible disruptions or delays in the opening of new stores or the inability to obtain suitable sites for new stores, higher than anticipated store closing or relocation costs, higher interest rates, the performance of the company's online, digital and other initiatives, the performance and successful integration of acquired businesses, the success of the company's strategic investments, unanticipated increases in merchandise, component or occupancy costs, unanticipated adverse litigation results or effects, the results or effects of any governmental review of the company's stock option practices, product and component shortages, and other factors which may be outside of the company's control. Please refer to the company's annual, quarterly and periodic reports on file with the SEC for a more detailed discussion of these and other risks that could cause results to differ materially. The company assumes no obligation to update or revise any forward-looking statements.

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