

FOR IMMEDIATE RELEASE

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nook™ eBook Readers In Stock This Week in Barnes & Noble Stores Just in Time for Valentine's Day

Available for Purchase Online and in Majority of Stores Beginning Mid-Week

Barnes & Noble Launches Exclusive In-Store Content and Promotions

New York, New York – February 8, 2010 – Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller, announced that its popular nook eBook reader – the ultimate gift for book lovers – is in stock online at nook.com and will be rolling out in the majority of Barnes & Noble stores beginning mid-week, just in time for Valentine's Day. While in-store, nook customers will enjoy exclusive holiday-themed online content, kicking off this month.

Barnes & Noble quickly sold out of nook stock online over the holidays due to unprecedented customer demand. Since then the company has ramped up production and is shipping stock to the majority of its stores, beginning this week. Customers can visit the Barnes & Noble nook In-Store Locator at www.bn.com/nook/instore, updated daily beginning February 10, to find local stores with devices in-stock.

Enhanced in-store connectivity allows nook customers to seamlessly access fast, free Wi-Fi in Barnes & Noble stores. There, they can browse the extensive library of more than a million eBooks, magazines and newspapers and enjoy exclusive "More In Store" content and promotional offers, officially launching in February, which include:

- A short story by bestselling favorite Adriana Trigiani featuring characters from her newest blockbuster, *Brava, Valentine*.
- A Valentine's Day recipe for red velvet cupcakes from Anne Byrn, the Cake Mix Doctor.
- "Read Between the Wines," a regular feature by renowned wine expert Kevin Zraly, guides readers and wine lovers through the mystery of pairing books with the perfect vintage.

"nook is the perfect Valentine's Day gift for anyone who loves reading. Demand for nook continues to be very high, and we're pleased our customers will be able to try and buy nook in our stores and online and enjoy it in time for the holiday," said William J. Lynch, President of Barnes & Noble.com. "In Barnes & Noble stores, nook owners will enjoy exciting nook-only content from their favorite authors and other valuable offers, along

with fast and free in-store Wi-Fi, which nook customers have been accessing in droves over the last few weeks."

New Barnes & Noble in-store content will be updated weekly and available for a four-week period. nook users can stay apprised of upcoming exclusive More In Store content at www.bn.com/nook/moreinstore. Also in February, nook users in Barnes & Noble stores can enjoy 10 percent off any CD. nook customers need only show the special offer on their nook to the cashier to redeem.

Barnes & Noble has continued to optimize nook software for an improved reading experience with the newly updated nook v1.2. Automatic over the air (OTA) updates, which do not require any action from nook customers, are underway and will be conducted seamlessly through this week. nook customers currently using the previous version can also immediately download v1.2 at www.nook.com/support, where additional update and technical support information is available.

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 and is the first to offer digital lending for a wide selection of eBooks through its LendMe™ technology.

To learn more and experience nook, visit www.nook.com. Follow our eBooks and other updates on www.bn.com/twitter. To learn more about the free Barnes & Noble eReader software and Barnes & Noble eBookstore apps, visit www.barnesandnoble.com/ebooks.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 775 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 636 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 sixth 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), one of the Web's largest e-commerce sites, which also features hundreds of thousands of titles in its eBookstore (www.bn.com/ebooks). Customers can buy and read eBooks on a wide range of platforms, including nook by Barnes & Noble, the iPhone and iPod touch, BlackBerry® smartphones, as well as most Windows® and Mac® laptops or full-sized desktop computers.

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SAFE HARBOR

This press release contains “forward-looking statements.” Barnes & Noble is including this statement for the express purpose of availing itself of the protections of the safe harbor provided by the Private Securities Litigation Reform Act of 1995 with respect to all such forward-looking statements. These forward-looking statements are based on currently available information and represent the beliefs of the management of the company. These statements are subject to risks and uncertainties that could cause actual results to differ materially. These risks include, but are not limited to, general economic and market conditions, decreased consumer demand for the company’s products, possible disruptions in the company’s computer or telephone systems, 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 and other initiatives, the performance and successful integration of acquired businesses, the success of the company’s strategic investments, unanticipated increases in merchandise 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 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.

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