

FOR IMMEDIATE RELEASE

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NOOK Color™ Makes Perfect Valentine's Day Gift for Reading Lovers

Best-selling Reader's Tablet Immediately Available in Barnes & Noble Stores and with Free Online Express Shipping at BN.com for Valentine's Day Gift Giving

New York, New York – February 8, 2011 – Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller has the perfect Valentine's Day gift for anyone who loves reading -- NOOK Color, the first full-color touch Reader's Tablet. Designed for people who love to read everything – books, magazines, children's books and more – in rich, beautiful color, the award-winning device is immediately available for \$249 at any of Barnes & Noble's more than 700 stores or on www.BN.com with free express delivery for pre-Valentine's Day arrival.

The critically acclaimed device was named “the best eReader on the market” and “Editor's Choice” by leading technology reviewers and was chosen as the People's Choice winner at Last Gadget Standing CES 2011. Critics and customers alike love the stunning 7-inch VividView™ Color Touchscreen which brings content to life. NOOK Color customers can enjoy more than 120 interactive full-color magazines and major newspapers, more than 265 engaging children's books plus nearly 12,000 chapter books and more than 2 million books including classics, new releases and 195 of 205 of *The New York Times*' current bestsellers, more than any other digital bookstore. The most social reading device ever built, NOOK Color customers can also easily share books, recommendations, excerpts, reading status and more with friends through leading social networking sites and email. Nook Color v1.1 software is now available for all devices, offering improved Web browsing and enhanced performance across reading books, magazines, and kids' books.

“NOOK Color is a great Valentine's gift because, for the first time, people who love to read books, magazines, newspapers, and even kids books can have them all on a single device, anywhere they go,” said Jamie Iannone, President of Barnes & Noble Digital Products. “NOOK Color continues to be our bestseller as it offers an unmatched fun and social reading experience, and access to an expansive offering of digital content, all at a tremendous value compared to other comparably sized tablets. We invite customers to experience NOOK Color and our NOOK eReading devices at a NOOK Boutique at their local Barnes & Noble store.”

NOOK Color customers can showcase their device in style with Barnes & Noble's line of beautiful accessories, covers and totes. Barnes & Noble is offering 30 percent off a selection of three NOOK Color accessories – full-grain leather covers, Montgomery in Petal and Dalton in Peony, and the sleek and modern Industriell cover in Storm -- with any purchase of NOOK Color at a Barnes & Noble store or at www.BN.com, through February 14, 2011.

For book lovers, Barnes & Noble's NOOK Wi-Fi and NOOK 3G – featuring a color touchscreen for navigation and crisp, paper-like E Ink display – are also available for \$149 and \$199, respectively, for immediate purchase in Barnes & Noble stores and with free express delivery for orders on www.BN.com. NOOK 3G and Wi-Fi customers can also add a designer touch to their devices with a special 50 percent discount on kate spade New York and JACKSPADE covers available through Valentine's Day.

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 NOOKbook™ Store of more than two million digital titles, and the ability to enjoy content across a wide array of popular devices. NOOK products are the most full-featured, dedicated eReading devices on the market. NOOK Color (\$249), the first full-color touch Reader's Tablet, provides the ultimate reading experience with a stunning 7-inch VividView(TM) Color Touchscreen to read all of the content you love. For book lovers, NOOK 3G (\$199) and NOOK Wi-Fi® (\$149) offer a paper-like reading experience with a color touch screen for navigation. In Barnes & Noble stores, NOOK owners can access free Wi-Fi connectivity, enjoy the Read In Store™ feature to read NOOKbooks 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.BN.com, as well as at Best Buy, Walmart and Books-A-Million.

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For more information on NOOK devices and eReading software, updates, new NOOKbook releases, Free Friday™ NOOKbooks and more, follow us on www.twitter.com/eBooksBN and www.facebook.com/NOOKBN.

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