

FOR IMMEDIATE RELEASE

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Barnes & Noble's NOOK Color™ Reader's Tablet Keeps Getting Better With Great New Content for People Who Love to Read Everything

**Customers Can Enjoy Multitudes of Newly Added Digital Books, Magazines,
Children's Books, plus Exclusive Content in Barnes & Noble Stores**

Exclusive: *The King's Speech* Digital Book Only Available for NOOK Customers

New York, New York – March 25, 2011 – NOOK Color, the award-winning, bestselling Reader's Tablet by **Barnes & Noble, Inc. (NYSE: BKS)** keeps getting better with additions to its expansive digital catalog including everything from interactive versions of *Travel + Leisure* and *Food & Wine* to exciting children's books featuring Barbie, Dora the Explorer and Mickey Mouse. Barnes & Noble, the world's largest bookseller, continues to enhance the NOOK Color reading experience, enabling customers to read even more of what they love in rich, beautiful color. The company offers one of the world's largest collections of digital content – which includes the only digital version of bestseller *The King's Speech*, an unmatched children's book collection, and more magazines and newspapers offered in color for subscription or single copy issue from one bookstore.

“We created NOOK Color for people who love to read everything – books, magazines, children's books and more – in rich, beautiful color, and are continually adding terrific new content our customers have asked for – from *ESPN The Magazine* and *The Economist* to children's stories featuring favorite Nickelodeon and Disney characters,” said Jamie Iannone, President of Digital Products, Barnes & Noble. “With more than two million digital titles to browse, download and enjoy in seconds, NOOK Color customers repeatedly tell us how much they appreciate the ability to virtually turn the page on their favorite monthly, dive into a bestseller, and bring story time to life for their children – all using one device. And as always, Barnes & Noble will keep making NOOK Color better with new titles and featured enhancements for the best-in-class reading.”

NOOK Color will get even better this Spring when a major update to the device's firmware will offer customers access to explore exciting new applications, email and many other requested features.

Having exceeded one million digital periodical subscription orders and single copy sales, NOOK Newsstand™ continues to grow with the addition of great titles in the last few weeks that include *The Economist*, *Travel + Leisure*, *Food & Wine*, *ESPN The Magazine*,

Saveur and *PC Gamer*. Barnes & Noble customers can now enjoy more than 135 digital periodical titles including exciting full-color digital versions of their favorite print brands, all available by subscription and single copies. Current bestsellers in NOOK Magazines include *US Weekly*, *Cosmopolitan*, *National Geographic*, *Reader's Digest and O*, *The Oprah Magazine*.

There's also lots of new stories for Barnes & Noble's youngest customers. Recent NOOK Kids™ additions include titles featuring favorite characters like Barbie, Nickelodeon's Dora the Explorer and SpongeBob SquarePants, Disney favorites featuring Mickey & Minnie Mouse, Phineas & Ferb, Beauty & the Beast, Snow White and the fun, fast, four-wheeled friends from *Cars*. Kids continue to be enchanted by stories featuring Barnes & Noble's exclusive Read to Me™ feature, with *Are You My Mother*, *Go Dog Go*, *I Saw an Ant on the Railroad Track* and *Little Red Hen* the current category bestsellers. With NOOK Kids, Barnes & Noble customers can choose from more than 300 titles in the world's largest collection of digital children's picture books, and more than 12,000 children's chapter books on NOOK Color, as well as the free NOOK Kids for iPad™ application (www.nookkids.com/ipad and www.itunes.com/appstore).

And for book lovers, Barnes & Noble offers the largest number of *The New York Times* bestsellers, offering the Academy Award®-winning *The King's Speech* only for NOOK customers. Among the recent bestsellers are *Water For Elephants* by Sara Gruen, *Toys* by James Patterson and Neil McMahan, and *Sing You Home* by Jodi Picoult. NOOK customers will also find more than 75,000 independently published works through Barnes & Noble's PubIt!™ digital platform, which add even more exciting self-published selections including current PubIt! bestsellers *Diary of a Mad Fat Girl*, *Daniel's Gift*, *Switched* and *Spying in High Heels*.

More in Store for April

Barnes & Noble also announced its April More In Store™ content, exclusively available for NOOK Color and NOOK™ eReader customers in any of Barnes & Noble's more than 700 stores. In April, NOOK customers can connect to Barnes & Noble's free in-store Wi-Fi® service to access exclusive content – including essays, short stories and more – from authors including: Alexander McCall Smith, bestselling author of *The No. 1 Ladies' Detective Agency*; Erin McKean, author of *The Secret Lives of Dresses*; multi-bestselling thriller author James Grippando and Paula McLain, author of the much-reviewed-and-lauded *The Paris Wife*. More In Store is updated weekly and each new feature is available for four weeks on a rolling basis. Once a customer downloads the content to their NOOK, it is saved to their digital locker and can be accessed at any time. NOOK customers can always check the recent content by visiting www.bn.com/moreinstore.

Barnes & Noble Review Welcomes Katherine A. Powers' *A Reading Life*

Barnes & Noble is also proud to announce that the literary column *A Reading Life* by Katherine A. Powers, formerly appearing in *The Boston Globe*, will now be featured exclusively in the online Barnes & Noble Review. The popular and acclaimed reviewer and essayist will offer her insightful contributions for Barnes & Noble customers through her bimonthly column beginning in April. Learn more by visiting <http://bnreview.barnesandnoble.com/>.

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 Bookstore™ 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™ 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 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.BN.com, as well as at Best Buy, Walmart and Books-A-Million.

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