



**FOR IMMEDIATE RELEASE**

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**BARNES & NOBLE ANNOUNCES ITS NOOK™ PRODUCTS TO BE THE EXCLUSIVE EREADING DEVICES SOLD AT BOOKS-A-MILLION**

**New NOOKcolor™ and Award-Winning NOOK 3G and Wi-Fi® Devices to Be Sold in All Books-A-Million Locations Beginning in November**

**New York, NY – October 26, 2010** – Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, today announced a strategic partnership with Books-A-Million, the nation’s third largest bookseller, to bring award-winning NOOK eReaders to Books-A-Million’s 229 stores as the company’s exclusive eReading devices. The announcement marks the first partnership of its kind between two major bookselling retailers in the United States.

Barnes & Noble’s popular NOOK devices, including the newly announced NOOKcolor, the first full-color touch Reader’s Tablet, and NOOK 3G and Wi-Fi, the most full-featured E Ink® dedicated reading devices, will be the only eReading products available to Books-A-Million’s millions of shoppers. NOOK will be featured at special in-store displays that include demonstration units for customers to see, hold and try. NOOK products are expected to be available in Books-A-Million bookstores beginning in November.

“We’re excited to work with another bookselling leader to introduce our bestselling NOOK eReading line to an even greater audience of readers,” said Chris Peifer, Vice President, Digital Business Development at Barnes & Noble. “Our NOOK products will support Books-A-Million customers’ love of reading by providing access to the most expansive catalog of digital bestsellers, magazines in vivid color and children’s picture books.”

The partnership signals Barnes & Noble’s ongoing commitment to offer choice for people who love to read, both through the largest selection of traditional and digital content, and via additional storefronts through its partnership with Books-A-Million.

“We wanted to capitalize on the amazing growth in digital content, and the NOOK line became the clear choice to bring our customers a superior offering of easy-to-use, beautifully designed eReading products,” said Craig Hansen, President of Booksamillion.com. “We’re thrilled to partner with Barnes & Noble to deliver Books-A-Million’s book lovers a way to read all the books, magazines and newspapers they love at home and on the go.”

**ABOUT BOOKS-A-MILLION**

Books-A-Million is one of the nation's leading book retailers and sells on the Internet at [www.booksamillion.com](http://www.booksamillion.com). The Company presently operates 229 stores in 23 states and the District of Columbia. The Company operates large superstores under the names Books-A-Million and Books & Co. and traditional bookstores operating under the names Bookland and Books-A-Million. The common stock of Books-A-Million, Inc. is traded on the NASDAQ Global Select Market under the symbol BAMB. For more information, visit the Company's website at [www.booksamillioninc.com](http://www.booksamillioninc.com).

**ABOUT BARNES & NOBLE, INC.**

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 717 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 633 college bookstores serving nearly 4 million students and 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<sup>®</sup> Brand Study by Harris Interactive<sup>®</sup>. 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 two million titles in its NOOKbook<sup>™</sup> Store ([www.bn.com/NOOKbooks](http://www.bn.com/NOOKbooks)). Through Barnes & Noble's NOOK<sup>™</sup> eReading product offering, customers can buy and read NOOKbooks on the widest range of platforms, including NOOK eReaders, devices from partner companies, and hundreds of the most popular mobile and computing devices using free NOOK software.

General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company's corporate website: [www.barnesandnobleinc.com](http://www.barnesandnobleinc.com).

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