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BARNES & NOBLE
BOOKSELLERS

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**Barnes & Noble Brings Storytime to Life with NOOK kids™
Breakthrough Digital Reading Experience for Children**

**Largest and Growing Digital Collection of Interactive, Colorful
Children's Picture and Chapter Books**

**NOOK kids Debuts on Barnes & Noble's New NOOKcolor™,
The Ultimate Reading Experience**

New York, New York – October 26, 2010 – Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller, and a trusted resource for parents and educators, today announced NOOK kids, the state-of-the-art digital reading experience for children. NOOK kids is the first-ever platform to offer the largest and growing collection of nearly 12,000 popular children's picture and chapter books in an enhanced and engaging digital format. From beloved children's classics to new releases, NOOK kids will launch with more than 130 digital picture books – an unprecedented offering that will double before year's end. And Barnes & Noble children's chapter books feature a wide range of favorites that are part of the company's vast array of over two million digital titles – one of the world's largest digital content catalogs. NOOK kids will premiere on the newly announced NOOKcolor by Barnes & Noble (www.NOOKcolor.com), the first full-color touch Reader's Tablet, and become available on additional platforms moving forward.

NOOK kids gives parents and children a new way to experience and enjoy reading together. Storytime comes to life using Barnes & Noble's exclusive, patent-pending AliveTouch™ technology, inviting children to interact with words and pictures on the page, easily find their favorite story and even have some read aloud to them. And coming soon, NOOK kids eBooks will feature light motion graphics and interactivity that fits into the story and plotlines.

“We are thrilled to introduce NOOK kids and offer parents and children a new way to experience and enjoy timeless children's classics and new favorites like never before,” said Jamie Iannone, President of Barnes & Noble Digital Products. “We've worked with our publishing partners – all of the top children's publishing companies – and used advanced technology to thoughtfully bring these stories to life in fun and interactive ways

while maintaining the essence of the original stories. The result adds to the reading and learning experience by bringing elements of the story to life for our youngest customers.”

NOOK kids’ other fun, interactive features include the ability to digitally turn pages, enlarge text, zoom in and around graphics, listen to narration, and coming soon, enjoy music and activities tied to the story line, and more.

With NOOK kids on NOOKcolor, parents can take their children’s entire digital library wherever they go – from short day trips to long family vacations. The platform is easy to use and the perfect way to instill in kids the magic of storytime and a lifelong love of reading. Learn more or download the latest addition to the NOOK™ family at www.NOOKkids.com. NOOK kids will first be available on NOOKcolor, which is available for pre-order today at www.NOOKcolor.com and Barnes & Noble stores and begins shipping on or about November 19.

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. NOOKcolor (\$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 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.NOOK.com, as well as at Best Buy, Walmart and Books-A-Million.

In addition to NOOK devices, Barnes & Noble makes it easy for customers to enjoy any book, anytime, anywhere with its free line of NOOK software, available at www.bn.com/NOOKapps. Customers can use Barnes & Noble’s free eReading software to access and read books from their personal Barnes & Noble digital library on devices including iPad™, iPhone®, iPod touch®, Android™, BlackBerry® and other smartphones, PC, and Mac®. Lifetime Library™ helps ensure that Barnes & Noble customers will always be able to access their digital libraries on NOOK products and software-enabled devices and BN.com. Barnes & Noble also offers NOOKstudy™ (www.NOOKstudy.com), an innovative study platform and software solution for higher education and NOOK kids™ (www.NOOKkids.com), a collection of digital picture and chapter books for children.

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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