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Barnes & Noble NOOKcolor™ Wins Last Gadget Standing CES 2011 “People’s Choice Award”

Popular Reader’s Tablet Takes Top Honor in Online Competition

New York, New York – January 8, 2011 – Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, announced that NOOKcolor, the first full-color touch Reader’s Tablet, today received high honors as the “People’s Choice Award” winner at the celebrated Last Gadget Standing competition at the 2011 International Consumer Electronics Show in Las Vegas. The device won in a landslide, besting competitors with more than 60% of the nearly 5,000 votes cast by consumers and technology lovers online.

The popular device designed for people who love to read everything in rich, beautiful color, was selected as a top ten finalist in the Last Gadget Standing competition from more than 200 of the hottest new products showcased at CES, and nominated by a panel of leading technology media representatives. The tenth annual awards are co-hosted by renowned technology experts Robin Raskin and Technologizer’s Harry McCracken.

“We’re thrilled and honored that the people have spoken and chosen NOOKcolor as the Last Gadget Standing “People’s Choice Award” winner. This recognition is further testament to the innovative product we’ve created that delivers the ultimate reading experience,” said Jamie Iannone, President of Digital Products, Barnes & Noble. “It’s clear that people are excited to read everything they love – books, magazines, newspapers, kids books and more – in rich beautiful color as NOOKcolor has quickly become our bestseller. We’re grateful to all the employees and partners who worked tirelessly on the product in order to bring NOOKcolor to our valued customers.”

The Last Gadget Standing CES 2011 “People’s Choice Award” is the latest accolade for NOOKcolor, which also was named an Editor’s Choice pick by leading technology sites, one of TIME Magazine’s Top 10 Gadgets of 2010 and one of Huffington Post’s Top 10 Gadgets of the Decade.

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(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.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, NOOK kids™ (www.NOOKkids.com), a collection of digital picture and chapter books for children, and NOOKbooks en español™ (<http://www.barnesandnoble.com/ebooksenespanol>), the first-ever Spanish language digital bookstore in the United States.

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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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 637 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® 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 more than two million titles in its eBookstore (www.bn.com/ebooks). Through Barnes & Noble's NOOK™ eReading product offering, customers can buy and read eBooks on the widest range of platforms, including NOOK eBook Readers, devices from partner companies, and hundreds of the most popular mobile and computing devices using free NOOK software.

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