

Fact Sheet

NOOK Simple Touch™ – The Best Touch Reader Now Even Better

NOOK Simple Touch is the fastest, easiest to use Reader with the world's best reading screen and the longest battery life. New and improved, its easy-to-use 6-inch touchscreen features a breakthrough E Ink® display for the best just-like-paper reading, even in bright sun and exclusive Best-Text™ for sharper, ultra-crisp fonts. Plus, NOOK Simple Touch now is 25 percent faster than any other Reader and features the longest battery life, so you can read for over 2 months on a single charge. With a touch, get books in seconds from the world's largest bookstore with over 2.5 million titles via Wi-Fi®. Learn more and experience NOOK Simple Touch at www.nook.com or at NOOK Digital Shops and displays in one of Barnes & Noble's more than 700 bookstores.

World's Best Reading Screen

Using a breakthrough E Ink display, NOOK Simple Touch boasts the best just-like-paper reading – even in bright sun. Our exclusive Best-Text™ provides sharp fonts so words are ultra-crisp and clear.

Fastest Reader

NOOK Simple Touch is 25 percent faster than any other Reader. Enjoy quick page turns, fast browsing and get to your latest book in seconds.

Longest Battery Life

Barnes & Noble has extended NOOK Simple Touch's best-in-class battery life even further for its customers who love to read for long stretches. On a single charge, customers can now read over 2 months on a single charge for 30 minutes a day with Wi-Fi off.

Easy-to-Use 6-inch Touchscreen

NOOK Simple Touch is intuitive and easy to navigate, shop and read. Just tap the full 6-inch touchscreen to find the best selection of books, magazines and newspapers with ease. Turn pages, look up words, highlight passages, and adjust the font size and style – all with just a touch of your finger.

Light, Compact and Portable

NOOK Simple Touch has an ergonomic, contoured design with a soft-touch back that makes it easy and comfortable to read, even with just one hand, and for extended periods of time. At under 7.5 ounces, NOOK Simple Touch is ultra-light and thin – 35 percent lighter and 21 percent more compact than NOOK Wi-Fi 1st Edition™ – and easily fits in a jacket, pocket, purse or backpack. With 2GB of storage, NOOK can hold up to 1,000 digital books, and more content using an expandable memory slot and up to 32GB microSD™ cards.

Shop More than 2.5 Million Titles

NOOK Simple Touch wirelessly connects via Wi-Fi to the world's largest bookstore of more than 2.5 million books, magazines and newspapers, including thousands of free titles, all at your fingertips. Most titles are \$9.99 or less and you can sample any NOOK Book™ for free. Choose from popular national and local market newspapers and magazines from NOOK Newsstand™, automatically delivered to your NOOK the moment they're released. Get personalized recommendations from Barnes & Noble experts to decide what to read next.

Personalized Experience with No Annoying Ads

NOOK puts the focus on reading with no annoying ads, and instead lets customers personalize their screensaver with their own photos. Choose from 7 font sizes and 6 font styles to customize your reading experience. Organizing your books couldn't be easier using My Shelves. Just like a bookcase, you can group and arrange books on the shelves you name. Barnes & Noble also offers a complete selection of colorful, high-quality NOOK accessories to fit your style.

Connect with NOOK Friends™

Connect with NOOK Friends, an exciting social experience, to share and find new titles. See your friends' favorites and recommended reads. With Barnes & Noble's exclusive LendMe® technology, you can also lend eligible books, at no cost, for up to 14 days, and see and request to borrow LendMe books, too.

Read What You Love, Anywhere You Like™

With NOOK, your entire NOOK Library™ goes wherever you go. In addition to your Barnes & Noble digital content, easily transfer and read personal ePub and PDF files on your device. If you forget your NOOK at home, Barnes & Noble's free line of eReading software lets you continue reading on your favorite mobile and computing devices. Using NOOK Sync™ technology, our FREE NOOK Reading Apps™ automatically sync the library, last page read, bookmarks, notes, and highlights across all NOOK products and software-enabled devices so you can pick up right where you left off. And, because NOOK Simple Touch uses the open, most widely used ePub format, you can also borrow digital books from your local library.

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Availability

NOOK Simple Touch is \$99 and available in Barnes & Noble stores, www.nook.com, as well as Best Buy, Walmart, Staples, Target, Radio Shack, Books-A-Million, Office Max, Fred Meyer, PC Richard & Son stores, Fry's and Systemax Inc. retailers. Existing NOOK Simple Touch customers can also enjoy these new benefits through a free v1.1 software update available today for immediate download at www.nook.com/update. In addition, customers can receive the free update over-the-air when connected to Wi-Fi in the coming weeks.

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NOOK Simple Touch™ Tech Specs	
Size	6.5 inches (H) x 5.0 inches (W) x 0.47 inches (D)
Weight	7.48 ounces (212 grams)
Display	<ul style="list-style-type: none">• 6-inch touchscreen with world's most advanced E Ink® Pearl display• 25 percent faster page turns• Best-Text™ Technology specially optimizes each letter for ultra-crisp words• 16-level gray scale for greater detail – read in bright sun with no glare• Adjustable text with 7 font sizes and 6 font styles• Resolution 800x600
Operating System	Android™ OS 2.1/Eclair

Longest Battery Life	<ul style="list-style-type: none"> • Over 2 months on a single charge • Installed rechargeable battery • Charge via USB computer (Charging time approximately 3.5 hours from computer) or from a wall outlet using a power adapter (sold separately)
Memory	<ul style="list-style-type: none"> • 2GB on-board memory holds up to 1,000 NOOK Books™ • Expandable memory slot supports microSD™ card up to 32GB
Connectors t	<ul style="list-style-type: none"> • Micro-USB connector • Expandable microSD slot
Connectivity	<ul style="list-style-type: none"> • Wireless connectivity via Wi-Fi® (802.11 b/g/n) <ul style="list-style-type: none"> ○ B&N in-store fast and free Wi-Fi ○ Complimentary access at 24,000 AT&T Wi-Fi hotspots, including restaurants, hotels, and more ○ Connects in most Wi-Fi hotspots, including those which require additional information or confirmation through a Web browser
Supported File Types	<ul style="list-style-type: none"> • ePub and PDF • Graphic: JPG, PNG, BMP and GIF
Book Reading and Sharing on Other Devices	<p>In addition to NOOK Simple Touch™, NOOK Tablet™ and NOOK Color™ devices, NOOK Books from Barnes & Noble can be enjoyed and shared on the following compatible devices using the company's line of FREE NOOK Reading Apps™ (available at www.nook.com/freenookapps):</p> <p>iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, PC and Mac®</p>

Images and additional information can be found at www.barnesandnoble.com/nook/media.
Customer service can be reached at 1-800-THE-BOOK or nook@barnesandnoble.com.

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