

**FOR IMMEDIATE RELEASE**

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**Barnes & Noble Now Shipping The All-New NOOK™,  
The Simple Touch Reader™**

**Pre-Ordered Devices Arriving to Customers Ahead of Schedule**

**New Orders at [www.nook.com](http://www.nook.com) Will Ship Immediately,  
in Time for Father's Day**

**Experience the Easy-to-Use Touchscreen eReader for Everyone  
in Barnes & Noble Stores Beginning Tomorrow; In-stock This Weekend**

**New York, New York – June 1, 2011 – Barnes & Noble, Inc. (NYSE: BKS)**, the world's largest bookseller, announced that it began shipping its All-New NOOK yesterday, getting pre-ordered devices to customers well ahead of schedule. New online orders for The Simple Touch Reader are now shipping immediately for delivery in time for Father's Day and summer reading. Customers visiting one of Barnes & Noble's more than 700 stores will be able to try live NOOK demonstration units beginning Thursday, and will find product in-stock in stores beginning this weekend.

The All-New NOOK, introduced by Barnes & Noble just last week, is the easiest-to-use, most intuitive eReader available, with best-in-class battery performance of up to 2 months on a single charge. The device is ultra-light and portable and features a 6-inch full touchscreen with the most advanced E Ink Pearl display for crisp, clear reading even in bright sunlight. NOOK customers can access the world's largest bookstore of more than 2 million books, magazines and newspapers, available via Wi-Fi®. The All-New NOOK is \$139 in Barnes & Noble stores and online at [www.nook.com](http://www.nook.com).

“We're excited with pre-order demand for the All-New NOOK to date and are very pleased to deliver this easy-to-use device to our customers earlier than committed,” said William Lynch, CEO of Barnes & Noble. “We welcome customers to visit their neighborhood Barnes & Noble store to learn more about NOOK and experience our new light, portable, touch eReader.”

### **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. The award-winning NOOK Color™ Reader's Tablet™, the best-value on the tablet market (\$249), features a stunning 7-inch VividView™ Color Touchscreen to read all of the content you love, shop popular apps, connect via email, browse the Web and more. The All-New NOOK (\$139), the Simple Touch Reader™, is the easiest-to-use 6-inch touch reader, with the longest battery life of any eReader. 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](http://www.BN.com), as well as at Best Buy, Walmart, Staples 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/freenookapps](http://www.bn.com/freenookapps). 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™ smartphones and tablets BlackBerry®, 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 NOOK Study™ ([www.nookstudy.com](http://www.nookstudy.com)), an innovative study platform and software solution for higher education, NOOK Kids™ ([www.nookkids.com](http://www.nookkids.com)), a collection of digital picture and chapter books for children, and NOOK Books en español™ (<http://www.barnesandnoble.com/ebooksen espanol>), the first-ever Spanish language digital bookstore in the United States.

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### **ABOUT BARNES & NOBLE, INC.**

Barnes & Noble, Inc. (NYSE:BKS), the world's largest bookseller and a Fortune 500 company, operates 705 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 636 college bookstores serving nearly 4 million students and faculty members at colleges and universities across the United States. 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 NOOK Bookstore™ ([www.bn.com/ebooks](http://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.

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).

The All-New NOOK™, The Simple Touch Reader™, NOOK™, NOOK 1<sup>st</sup> Edition™, NOOK Wi-Fi 1<sup>st</sup> Edition™, NOOK Color™, Reader's Tablet™, Fast Page™, NOOK Books™, NOOK Bookstore™, NOOK Newsstand™, PubIt!™, NOOK Kids™, Read In Store™, More In Store™, NOOK Friends™, LendMe®, NOOK Library™, NOOK Boutiques™, The Barnes & Noble Promise™, NOOK Books en español™, NOOK Study™, Free Friday™, Lifetime Library™ and Read What You Love. Anywhere You Like™ are trademarks of Barnes & Noble, Inc. Other trademarks referenced in this release are the property of their respective owners.

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