

FOR IMMEDIATE RELEASE

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Barnes & Noble Expands Award-Winning NOOK Color™ Reading Experience with the Most Requested Tablet Features

**Reader's Tablet™ Now Offering Popular Apps, Email, Enhanced Web Experience
and New Rich Content for Adults and Children**

**Customers Can Explore One of World's Largest Digital Bookstores Featuring
New NOOK Apps™, More than 2 Million Books, 150 Interactive Magazines and
Newspapers and More Than 12,000 Children's Chapter and Picture Books**

**At Only \$249, the Easy-to-Use, Full-Featured NOOK Color is the Best Value
in the Tablet Market, Offering a Great Alternative to Expensive Tablets**

**Exciting Free Software Update Now Available to
All Current and Future NOOK Color Customers**

New York, New York – April 25, 2011 – Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller, announced today that it added significant new features and content to the NOOK Color Reader's Tablet, making what has already been acclaimed as the best reading device on the market, the best tablet value on the market at just \$249. With a major update to its bestselling device, Barnes & Noble is delivering more of what NOOK Color customers want: shopping a broad collection of popular apps, staying connected with full-featured, built-in email and an enhanced Web experience. In addition, NOOK Color's reading experience gets even better with enhanced books featuring in-page video, new interactivity in digital children's picture books, and now over 150 interactive magazines and newspapers, including new popular titles like *The Economist* and *Food & Wine*. All current and future NOOK Color customers can experience all of the great new features in v1.2 now available at www.nookcolor.com/update and provided for free over the air (OTA) via Wi-Fi to customers beginning next week.

“NOOK Color offers the best reading experience of any device, and now delivers the most popular tablet features such as engaging apps so customers can play, learn and explore, free, built-in email, an Android operating system update for enhanced Web browsing and more interactive content,” said William Lynch, Chief Executive Officer of Barnes & Noble. “With our new NOOK Apps program, we've partnered with the world's

best publishers and developers to offer popular brands like Angry Birds, Epicurious, Uno, Lonely Planet, Dr. Seuss, Little Critter and many more quality and entertaining applications. These and other enhancements, plus new ways for adults and children to experience exciting content, make NOOK Color a great alternative to paying double the price – or more – for an expensive tablet. Our easy-to-use, full-featured Reader’s Tablet is available for only \$249, and presents the best value of any tablet on the market.”

Introducing NOOK Apps

NOOK Color customers can get even more out of their Reader’s Tablet – built specifically for reading and complementary experiences – with a collection of top quality apps specially designed to take advantage of NOOK Color’s stunning 7-inch color touchscreen and to keep the whole family entertained, engaged, connected and organized. Enjoy great games like Angry Birds, Uno and More Brain Exercise, and stay up-to-date on news and weather with Pulse and My-Cast. Learn new languages with Lonely Planet Phrasebooks apps, and try new recipes with the app from Epicurious. Keep sharp with pre-loaded crossword puzzles, chess and Sudoku. Stay organized with calendar apps, relax with streaming music from Pandora® Internet Radio and spark creativity in children with Drawing Pad and more fun apps made just for kids like Sandra Boynton’s *Going to Bed Book*.

NOOK Color customers can easily discover and download apps in seconds from Shop on NOOK Color, so they can browse complementary apps alongside books, magazines and other content. Customers can explore a growing collection of more than 125 favorite NOOK Apps from leading third-party developers and content providers in categories including Play, Organize, Learn, Explore, Lifestyle, News and Kids. The NOOK Apps offering will continually expand as new high-quality applications, optimized for NOOK Color, are added from the large and growing number of qualified developers and content providers submitting their applications through the company’s new app submission process.

Barnes & Noble offers a selection of free NOOK Apps – including calendar and notes apps, requested by NOOK Color customers – and paid apps, with approximately half of the collection available for \$2.99 or less and the vast majority priced at \$5.99 or less. Customers will easily find their newly downloaded or preloaded apps by tapping the NOOK Apps button on the Quick Nav menu or Apps section in their library, as well as through the newly refined search. All updated NOOK Color devices will now include NOOK Email™ and NOOK Friends™ apps preloaded in addition to Pandora Internet Radio, Crossword Puzzle, Sudoku, Chess, Contacts and Gallery.

Stay Connected with Email

NOOK Color now helps customers stay connected with the full-featured free NOOK Email application built in to organize Web mail accounts in one inbox. Given NOOK Color’s compact design that fits easily into a purse, jacket or bag, email was one of the most-requested features requested by customers. Connect to Wi-Fi to check and send emails with a full-screen virtual keyboard, making it easier than ever to stay in touch

while on the go. NOOK Email works across the top Web mail services including Yahoo! Mail, Gmail™, AOL and Hotmail.

Updated Platform and A More Complete Web Experience

NOOK Color's update to Android OS 2.2/Froyo offers system improvements, enhanced browser performance and a more complete Web experience giving customers access to enjoy even more video, interactive and animated content. NOOK Color now includes support for Adobe® Flash® Player. Surfing the Web is even better with the ability to easily switch between larger desktop or mobile Web experiences and enhanced pinch and zoom. Additional enhancements include improved global search and quick settings such as battery indicator, shortcuts to settings and audio.

Enhanced Reading Experience and More New Rich, Interactive Content to Enjoy

Designed for people who love to read everything in rich color, NOOK Color now has even more engaging and rich content, plus a sliding page turn animation, requested by customers. Easily access personal files transferred to NOOK Color on your customized Home screen.

By exploring Barnes & Noble's more than 2 million digital titles, one of the world's largest collections of digital reading content, customers will find even more exciting and engaging content to enjoy on NOOK Color.

- **NOOK Kids™**: Barnes & Noble's state-of-the-art NOOK Kids digital picture book experience – the first with the innovative Read to Me™ feature – has been expanded with 15 new Read and Play™ titles that bring animation, activities and stories together. In NOOK Color's innovative Read and Play books, children can interact with their favorite characters and enjoy activities built right into the story they're reading. Whether it's drawing with *Fancy Nancy* or making the dogs go in *Go, Dog, Go!*, parents and children will enjoy narration, animation and interactivity that fits into the story and plot lines of new Read and Play titles including *Splat the Cat*, *Are You My Mother?*, *Caps for Sale*, *Little White Rabbit* and more, now available to explore and enjoy.

With more than 350 NOOK Kids digital picture books and more than 12,000 children's chapter books, Barnes & Noble offers the world's largest collection of digital content for children. Children can choose stories featuring popular characters like Nickelodeon's Dora The Explorer and SpongeBob SquarePants, and Disney favorites like Mickey and Minnie Mouse, Snow White and *Cars*.

- **NOOK Books™ Enhanced**: Watch that appetizing recipe being made step-by-step or learn how to perfect yoga poses with embedded video and audio in cookbooks, health and fitness, biography, photography and travel books, along with other interactive content on NOOK Color. With more than 225 multimedia titles (and growing), Barnes & Noble offers instructive content including *Knitting for Dummies*, *You: Raising a Child* and *ELLE: Workout Yoga starring Brooklyn Decker*. Learn more

about bestselling books from authors including David Baldacci, Pat Conroy, Russell Brand, Keith Richards and many more.

- **NOOK Newsstand™**: Dozens more favorite magazines and newspapers are now available on NOOK Color – the first reading device to offer popular newsstand titles in rich, full color. From *Us Weekly* and *Elle* to *The New York Times* and *The Wall Street Journal*, NOOK Newsstand delivers your morning paper and latest magazines right to your NOOK Color, ready to read in an amazing new way. With enhancements to magazine navigation on NOOK Color, it's even easier to enjoy the full-color, digital edition of the print magazine, including Barnes & Noble's innovative ArticleView™ feature. Barnes & Noble continues to build its NOOK Newsstand offering, now with more than 150 top full-color magazines and newspapers including recent additions such as *OK! Magazine*, *ESPN The Magazine*, *Travel + Leisure*, *National Geographic Kids*, *Every Day with Rachael Ray*, *Dwell*, *Outside*, *Saveur*, *The Onion*, *PC Gamer*, *Family Handyman* and many more. All can be enjoyed with a 14-day free trial, via subscription or purchased in single issue form.

Get Social with NOOK Friends

With the new NOOK Friends App (Beta), NOOK Color creates the go-to social network for people who love to read, and offers even more ways to connect. Customers can create a group of NOOK Friends to easily swap books, get a friend's take on a new bestseller, discover great new reads or see if someone's enjoying a book they recommended on the Friends' Activity tab. NOOK Color customers can view their NOOK Friends' content ratings and reviews, shared quotes, recommendations and how they're progressing on their latest book. Check out all or individual NOOK Friends' LendMe™ books available and track all current and pending sharing activity. Updates to NOOK Color also make it easy for customers browsing the great content available in Shop to share which products they "Like" on Facebook and view how many other Barnes & Noble customers "Like" it, too.

NOOK Color v1.2 Now Available

NOOK Color customers can experience all of the great new features in v1.2 immediately at no cost via manual download at www.nookcolor.com/update. A free over-the-air (OTA) update will begin rolling out to customers via Wi-Fi over the coming weeks. Experience the new NOOK Apps and other exciting new features at the NOOK Boutique™ or display in one of Barnes & Noble's more than 700 bookstores across the country or by visiting www.nookcolor.com. NOOK Color, along with NOOK devices, can also be found at Best Buy, Walmart, Staples and Books-A-Million.

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. NOOK products are the most full-featured, dedicated eReading devices on the market. 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. 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 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, 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/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 NOOK Study™ (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 NOOK Books en español™ (<http://www.barnesandnoble.com/ebooksen espanol>), the first-ever Spanish language digital bookstore in the United States.

For more information on NOOK devices and eReading software, updates, new NOOK Book releases, Free Friday™ NOOK Books and more, follow us on www.twitter.com/ebooksbn and www.facebook.com/nookbn.

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), 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). 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.

NOOK™, NOOK Color™, Reader's Tablet™, NOOK Books™, NOOK Bookstore™, NOOK Newsstand™, NOOK Books en español™, VividView™, NOOK Friends™, LendMe™, ArticleView™, NOOK Kids™, NOOK Study™, NOOK Apps™, NOOK Email™, Read In Store™, More In Store™, 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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