

FOR IMMEDIATE RELEASE

CONTACTS:

Mary Ellen Keating
Corporate Communications
Barnes & Noble, Inc.
(212) 633-3323
mkeating@bn.com

Carolyn J. Brown
Corporate Communications
Barnes & Noble, Inc.
(212) 633-4062
cbrown@bn.com

Favorite PEANUTS Characters Come to Life on NOOK Color™ with Exclusive, First-Ever Digital Titles Featuring Charlie Brown and Gang

Popular American Girl Series Available as NOOK Books™ for First Time

Bejeweled 2, The Game of Life, How to Train Your Dragon and Other High-Quality NOOK Apps™ Added

Barnes & Noble Offers Expansive Array of Interactive Magazines, Books and Kid-Friendly Content to Millions of NOOK Color Customers

New York, New York – August 30, 2011 –Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, continues to expand its selection of high-quality content for the NOOK Color Reader’s Tablet™. Today the company announced the availability of exclusive, first-ever interactive versions of popular PEANUTS favorites, and for the first time, beloved American Girl titles are available as NOOK Books. NOOK Color customers who enjoy fun and entertaining NOOK Apps will find How to Train Your Dragon, based on the hit movie, the popular Bejeweled 2, The Game of Life and many more. This new content along with more than 2 million books, enhanced books, periodicals and high-quality apps can be enjoyed on NOOK Color, the best value tablet on the market at just \$249.

“With its rich, beautiful color display, NOOK Color is the perfect device for adults and children to discover the joys of reading while becoming truly immersed in the digital content experience,” said Jamie Iannone, President of Digital Products. “Parents, who especially love our exciting array of engaging, kid-friendly content, will enjoy sharing our exclusive PEANUTS stories with their children, and giving kids the opportunity to explore digital versions of the popular American Girl series. Whether customers are looking for a great book, their favorite magazines and newspapers or fun games and apps to enjoy when they’re not reading, we continue to build upon our incredible selection for NOOK Color customers.”

For the first time, PEANUTS fans can discover exclusive Read and Play™ and Read to Me™ versions of classic books including *It’s the Great Pumpkin Charlie Brown*, *Happiness is a Warm Blanket* and *Happiness is a Warm Puppy*. Each allows parents and children to explore favorite tales featuring Charlie Brown, Snoopy and gang through interactive stories that also feature professional narration. Also for the first time, young readers can enjoy 16 digital chapter books

from the bestselling American Girl series. These stories, which explore life during various time periods in history, can be enjoyed on NOOK Color and NOOK devices, as well as on a variety of computing and mobile devices for customers using free NOOK reading applications (www.nook.com/freenookapps or www.itunes.com/appstore). Among the current top-selling NOOK Kids titles are *Winnie the Pooh*, *Cars*, *Puff the Magic Dragon* and *I Saw an Ant on the Railroad Track*, and “I Can Read” books that foster learning and comprehension, including *Biscuit*, *Frog and Toad are Friends* and *The Little Mermaid: A Special Song*. Young children can enjoy a growing selection of more than 600 engaging digital picture books – the world’s largest collection, most also available to iPad owners using the free NOOK Kids for iPad™ application (www.nookkids.com/ipad and www.itunes.com/appstore).

With a growing selection of NOOK Apps for all ages and interests, NOOK Color customers can enjoy new additions such as Word Games, Deck of Words, Doodle Jump Deluxe, HyperBowl, Robin Hood: Twisted Fairy Tales and Cambridge Advanced Learner's Dictionary, all optimized for NOOK Color’s stunning 7-inch color touchscreen. Young NOOK Color customers will also enjoy a number of new apps featuring favorite Little Critter stories. Bestselling NOOK Apps include Angry Birds, Angry Birds Rio, Samurai Fruit, Solitaire and Drawing Pad, and top free apps include Fliq Calendar, Fliq Notes, Pulse News, NOOK Word of the Day™ and Fliq Tasks.

NOOK Newsstand™ continues to grow, now offering more top 100 magazines than any other digital periodical service. The company recently added six new special edition magazines to its NOOK Magazine lineup including FORTUNE, PEOPLE, SPORTS ILLUSTRATED, TIME, *Parents* and *Fitness*. Each special edition features bonus content such as video, audio, animations, photo galleries, how-to features, interviews and more. Interactive versions of *Ladies’ Home Journal*, *Traditional Home*, *Siempre Mujer*, *Smithsonian Magazine* and *The Knot* are also now available. All periodicals are available for subscription with a 14-day free trial or via single copies. Print subscribers to FORTUNE, PEOPLE, SPORTS ILLUSTRATED and TIME can enjoy these titles on NOOK Color at no additional cost. Current bestsellers in NOOK Newsstand include *Us Weekly*, *Cosmopolitan*, *National Geographic*, *Reader's Digest*, *O*, *The Oprah Magazine*, *The New York Times*, *The Wall Street Journal* and *USA TODAY*.

For book lovers, Barnes & Noble continues to offer more than 2 million books and has expanded its library with new, popular titles such as *Retribution*, the newest installment in the Dark-Hunter® series by *The New York Times* bestselling author Sherrilyn Kenyon, *We the Animals* by Justin Torres and an enhanced version of Jane Fonda’s *Prime Time*, complete with in-page videos and photograph extras. NOOK en español™ now boasts the popular Deepak Chopra, *La Perfecta Salud* and young adult readers will love the story of *Michael Vey*, from *Christmas Box* author Richard Paul Evans. Current bestsellers include *The Help*, *The Ideal Man*, *A Stolen Life*, *Now You See Her*, *The Hunger Games Trilogy* and *A Dance With Dragons*.

Exclusive More in Store™

Barnes & Noble will offer new More In Store content, exclusively available for NOOK Color and NOOK device customers in any of Barnes & Noble’s more than 700 bookstores by connecting to free in-store Wi-Fi service. Customers can enjoy exclusive contributions from *The Magicians* author Lev Grossman, teen bestseller Scott Westerfeld and kids’ fantasy impresario N.D. Wilson. More In Store content is updated weekly and each new feature is available for four

weeks on a rolling basis. NOOK customers can always check the recent content by visiting www.bn.com/moreinstore.

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. NOOK Simple Touch Reader™ (\$139) is the easiest-to-use 6-inch reader with the longest battery life. 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, College bookstores and online at www.BN.com, as well as at Best Buy, Walmart, Staples, Books-A-Million, OfficeMax, and Fred Meyer stores.

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. 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), 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 704 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 635 college bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. Barnes & Noble conducts its online business through BN.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™, Simple Touch Reader™, NOOK 1st Edition™, NOOK 1st Edition Wi-Fi™, NOOK Color™, Reader's Tablet™, Fast Page™, NOOK Books™, NOOK Bookstore™, NOOK Newsstand™, NOOK Magazines™, NOOK Newspapers™, NOOK Apps™, 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.

Follow Barnes & Noble on Twitter (www.bn.com/twitter), Facebook (<http://www.facebook.com/barnesandnoble>) and YouTube (<http://www.youtube.com/user/bnstudio>).

###