

## FOR IMMEDIATE RELEASE

### CONTACTS:

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

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

## **Just in Time for the Holidays: Barnes & Noble Announces New Low Price for Award-Winning NOOK Simple Touch™ Starting Sunday, December 9**

### **Amazing Product at Best Value: NOOK Simple Touch Now Just \$79**

**New York, New York – December 8, 2012** – NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, today announced its award-winning NOOK Simple Touch is now available for the great low price of just \$79 in time for the holidays. Beginning tomorrow, December 9, 2012, customers can purchase NOOK Simple Touch at a new low price at nearly 700 Barnes & Noble retail stores and hundreds of Barnes & Noble College Bookstores, online at [www.nook.com](http://www.nook.com) and through other leading retailers offering NOOK® products, including Walmart, Target and Best Buy.

NOOK Simple Touch, the highly acclaimed, easy-to-use E Ink Reader, combines an ergonomic design with a paper-like, glare-free readability, even in bright sunlight. The lightweight device features an ergonomic form with a soft-touch back that's comfortable to hold for hours. Previously available at the low price of \$99 and always without distracting ads, NOOK Simple Touch is now available for only \$79, making it a must-have deal this holiday season for anyone who loves to read. NOOK Simple Touch offers access to shop the vast NOOK Store™ of more than 3 million digital books – from new releases and bestsellers to classics, children's books and more, as well as popular newspapers and magazines.

“Just in time for the holidays, this new low pricing makes the critically acclaimed NOOK Simple Touch a terrific, affordable gift for anyone on the gift list,” said Jamie Iannone, President of Digital Products at NOOK Media LLC. “Since its launch NOOK Simple Touch has been universally praised by the media, and at just \$79, it is not only the highest-rated Reader in the under-\$100 category, but also the best value. Customers can now get this award-winning device, along with NOOK's best-in-class digital reading experience at an unbeatable price.”

Customers can visit [www.nook.com](http://www.nook.com) or visit the NOOK Digital Shops™ and displays in any of Barnes & Noble's nearly 700 bookstores for more information. Barnes & Noble offers Always Free NOOK Support in all of its neighborhood bookstores, with more than 35,000 NOOKsellers across the country ready to assist customers with setting up their NOOK devices or choosing their next great read.

**About Barnes & Noble, Inc.**

Barnes & Noble, Inc. (NYSE:BKS) is a Fortune 500 company and the leading retailer of content, digital media and educational products. The company operates 689 Barnes & Noble bookstores in 50 states, and one of the Web's largest e-commerce sites, BN.com ([www.bn.com](http://www.bn.com)). Its NOOK Media LLC subsidiary is a leader in the emerging digital reading and digital education markets. The NOOK digital business offers award-winning NOOK® products and an expansive collection of digital reading and entertainment content through the NOOK Store™ ([www.nook.com](http://www.nook.com)), while Barnes & Noble College Booksellers, LLC operates 674 bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. Barnes & Noble is proud to be named a J.D. Power and Associates 2012 Customer Service Champion and is only one of 50 U.S. companies so named. Barnes & Noble.com is ranked the number one online retailer in customer satisfaction in the book, music and video category and a Top 10 online retailer overall in customer satisfaction according to ForeSee E-Retail Satisfaction Index (Spring Top 100 Edition).

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).

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**About NOOK Media LLC**

NOOK reading and entertainment products make 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 the expansive NOOK Store™ of more than 3 million digital books, plus periodicals, comics, apps, movies and TV shows, and the ability to enjoy content across a wide array of popular devices through free NOOK Reading Apps™ and NOOK Video apps, available at [www.nook.com/freenookapps](http://www.nook.com/freenookapps). NOOK owners receive Always Free NOOK Support in any of Barnes & Noble's nearly 700 bookstores. Find NOOK devices in Barnes & Noble stores and online at [www.nook.com](http://www.nook.com), as well as leading retailers including Best Buy, Walmart, Target and many others. NOOK products are available in the United Kingdom through [www.nook.co.uk](http://www.nook.co.uk) and leading retailers.

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