

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

NOOK[®] Introduces NOOK Press[™] : Innovative New Publishing Platform for Authors

Offers Authors Fast, Easy and Free Tools to Create, Collaborate and Publish the Highest Quality eBooks and Access to Millions of NOOK Customers

New York, New York – April 9, 2013 – NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, today announced the launch of NOOK Press, a new and innovative self-publishing platform offering authors a fast, easy and free way to write, edit, collaborate and publish the highest quality eBooks and directly distribute them to millions of avid readers. By removing the technology barrier from self-publishing and offering easy-to-use tools for writing, editing and publishing eBooks, NOOK Press makes it even easier for authors to focus on writing and reaching new readers. To get started today, visit www.nookpress.com.

NOOK Press builds on the success of PubIt![™], Barnes & Noble's original self-publishing platform. In just two and a half years since its launch, PubIt! has propelled many writers to become national bestselling authors, and the program continues to achieve incredible growth:

- PubIt! continues to attract 20% more independent authors every quarter.
- Titles from self-published authors continue to increase by 24% each quarter in the NOOK Store.
- Customer demand for great independent content continues to dramatically increase as 30% of NOOK customers purchase self-published content each month, representing 25% of NOOK Book sales every month.

Leveraging technology from partner FastPencil, and designed with input from PubIt! authors, NOOK Press now offers unique collaboration, content creation and publishing tools in an elegant and intuitive interface. With NOOK Press, Barnes & Noble continues its long tradition of connecting authors with great stories to millions of readers.

“We’re thrilled to bring all the new and exciting features of NOOK Press to existing PubIt! authors and new writers looking for a quick, effective and free one-stop self-publishing platform that delivers high-quality eBooks to millions of book-loving NOOK customers,” said Theresa Horner, Vice President of Digital Content at NOOK Media. “NOOK Press authors bring variety, new voices and value to NOOK’s ecosystem that allows us to continue to offer our customers a great selection of noteworthy eBooks by independent authors at unbeatable prices.”

NOOK Press provides authors with simple tools such as:

- **Instant Access:** The “Quick Start” option lets writers try out the tools before they commit to becoming a vendor, all they need to sign up is an e-mail address. “Live Chat” offers writers instant support and personalized answers to questions at every stage of the publishing process. The service is available Monday through Friday between 9:00 am and 9:00 pm EST.
- **One-stop Service:** Authors can write, edit, format, and publish their work in one place with exclusive content tools all at no cost, and sell books to millions of NOOK customers within 2-3 days.
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