

FOR IMMEDIATE RELEASE

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NOOK[®] Encourages Children & Adults to “Get Reading” This Summer

New “Get Reading” Initiative Features Exclusive Recommended Reading Lists from Popular Authors and Celebrities

NOOK Book[™] Two-for-One Offers Every Weekend In-Store Only

Free In-Store NOOK Events Packed with Learning & Entertainment for the Entire Family

New York, New York – June 20, 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 a special program designed to help children and adults “Get Reading” this summer with the help of exclusive recommended reading lists from celebrated authors and popular celebrities. Every weekend, customers can receive selections from these recommendations and more in the NOOK Book Two-for-One Weekends offer. Additionally, all Barnes & Noble locations will host free and fun NOOK events featuring activities to help customers get the most out of reading and NOOK this summer.

Customers can visit www.nook.com/getreading to access exclusive recommended reading lists from celebrated authors including Judy Blume, Jeff Kinney and James Patterson, as well as popular celebrities like Mindy Kaling, Bob Harper, Jim Gaffigan, Martha Stewart, and Giada De Laurentiis, all designed to inspire summer reading. Select NOOK Book titles featured in these exciting reading lists will also be included in the NOOK Book Two-for-One Weekends offer in Barnes & Noble stores nationwide throughout the summer.

The first NOOK Book Two-for-One offer is available Saturday, June 22, and features select titles from James Patterson’s and Mindy Kaling’s recommended reading lists, including:

- *Bossypants* by Tina Fey
- *The Namesake* by Jhumpa Lahiri
- *Ender’s Game* by Orson Scott Card
- *Where’d You Go Bernadette* by Maria Semple
- *The Talented Mr. Ripley* by Patricia Highsmith
- *The Falls* by Joyce Carol Oates
- *Freedom* by Jonathan Franzen
- *Warriors #1* by Erin Hunter
- *The False Prince* by Jennifer Nielsen
- *A Wrinkle in Time* by Madeleine L’Engle

Visit www.nook.com/getreading or your local Barnes & Noble store to see the full lists of recommendations, and check back each week for the latest NOOK Book Two-for-One offers.

“When I read in the summertime, I liked to grab a really big book because it was like a promise,” said bestselling *Diary of a Wimpy Kid* author Jeff Kinney. “If you had a 500-page book, you knew that’d you’d be taken away to this new world for a long period of time.”

Tiger Eyes author Judy Blume said: “Each time I read a good book, I’m inspired to write.”

Discover the full interviews and reading lists from these authors and others by visiting www.nook.com/getreading.

Barnes & Noble stores will also be hosting free “Get Reading” NOOK events, which will include fun activities and entertainment for the entire family to help customers get the most out of their NOOK this summer.

Featured “Get Reading” NOOK events include:

- **Discover the World with NOOK:** Planning a vacation or weekend getaway? This free NOOK event will help customers discover how NOOK can enhance summer vacations by putting all the essentials at your fingertips, including travel guides, maps, apps, games, beach reads and other summer reading selections. NOOK experts will be on hand to answer questions and share fun and interesting ideas on making summer travel more fun and exciting with NOOK.
- **Get Creative with NOOK:** NOOK experts will help customers discover all the ways NOOK can jumpstart creativity so they can doodle, draw, paint, craft and more through art apps, photo storage options and other creativity-related NOOK Books and NOOK Newsstand™ selections.

Customers are encouraged to visit www.bn.com/storelocator or their local Barnes & Noble location for dates and further details on all “Get Reading” NOOK events.

“We’re excited to offer our new ‘Get Reading’ program to Barnes & Noble customers this summer to keep readers engaged all season long,” said Jim Hilt, VP of eBooks at NOOK Media. “Through this program, we will inspire readers by delivering great reading suggestions, unbeatable value on exciting content, and fun activities through an engaging and interactive digital experience.”

To start building a summer library and get reading, customers can visit www.nook.com or visit the NOOK Digital Shops™ and displays in any of Barnes & Noble’s nearly 700 bookstores. Barnes & Noble offers Always Free NOOK Support in all of its neighborhood bookstores, with more than 35,000 booksellers 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 677 Barnes & Noble bookstores in 50 states, and one of the Web’s largest e-commerce sites, BN.com (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), while Barnes & Noble College Booksellers, LLC operates 678 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 one of only 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.

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