

FOR IMMEDIATE RELEASE

CONTACTS:

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

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

**Barnes & Noble Unveils Major National Holiday Ad Campaign:
“A Book Is A Gift Like No Other”**

**Campaign Created by Roberts + Langer DDB Highlights Books as Gifts That Will
be Cherished Long After the Holidays Are Over**

New York, NY – November 10, 2014 – Barnes & Noble, Inc. (NYSE: BKS), the nation’s largest retail bookseller and the leading retailer of content, digital media and educational products, today announced “*A Book Is a Gift Like No Other*,” a major national holiday ad campaign that highlights how books are like no other gift because they provide inspiration, thrills, laughs, journeys and so much more. The campaign, created by Roberts + Langer DDB, is centered on how Barnes & Noble is the premier destination for all of the biggest and best books that will make memorable gifts for everyone in the family this holiday. It also introduces the new Samsung Galaxy Tab[®] 4 NOOK[®], the first full-featured Android tablet that’s optimized for reading and entertainment. The 7-inch version that launched with an introductory price of \$179.99 after a \$20 instant rebate, and the 10-inch version that launched with an introductory price of \$299.99, will continue to be available at great values throughout the holiday season (www.nook.com).

The “*A Book Is a Gift Like No Other*” campaign features a voiceover by award-winning actress Sigourney Weaver (*Avatar*, *Alien*, *Ghostbusters*, *Gorillas in the Mist*) who helps powerfully illustrate that books are like no other gift in the world, just as Barnes & Noble is like no other bookstore. Books are beautiful, expressive, lasting and impactful, and when given as a present, they can be as meaningful to the giver as to the recipient.

“Books have a special place in people’s lives and Barnes & Noble is all about books. This campaign is about going back to our roots to highlight books as meaningful and inspirational gifts that can stay with the recipient forever,” said Glenn Kaplan, Vice President & Creative Director at Barnes & Noble. “Books are an expression of personal interests and passions in a way that other gifts just can’t match, and we look forward to welcoming customers to our stores this holiday season to help them discover the perfect gifts.”

Torrey Plank, SVP Account Director of Roberts + Langer DDB, said "There’s a certain magic to shopping at Barnes & Noble because you know you’re bound to find something beautiful and exciting, something you know you won’t be able to put down. That element of discovery makes it like no other store in the world – and makes it the perfect place to find gifts for everyone on your list this holiday season.”

The TV spot opens with a series of poignant vignettes that illustrate how books provide unmatched experiences. Featuring a distinctive voiceover by Sigourney Weaver, each shot shows readers of all ages experiencing the gift of a book. It highlights that when you give a loved one a book, you give them far more than a piece of literature – you give them a journey, you give them a thrill and you can even give them a thousand laughs. The ad then transitions to a Barnes & Noble store that’s beautifully decorated for the holidays, with a sea of endless reading opportunities ready for discovery and staffed by friendly and knowledgeable booksellers ready to help find that perfect gift. Continuing through the store, the spot showcases endless book and gift options and also introduces the new Samsung Galaxy Tab 4 NOOK, now a full-featured tablet with a camera, GPS, and instant access to a massive selection of more than 3 million titles. The commercial closes with a woman receiving a book and as she cherishes this meaningful gift, the voiceover reminds us that “A book is a gift they’ll remember long after the holidays are over.”

The campaign was directed by Melodie McDaniel of The Director’s Bureau, edited by Stephen Jess @ WAX, with effects by Brigade @ WAX.

This 30-second television spot can be viewed at www.youtube.com/NOOK and is scheduled to air starting today across major networks including ABC, NBC

Universal and CBS during top-rated network shows like *Modern Family*, *Scandal*, and *The Voice*.

In addition to an unmatched selection of books that make perfect gifts this holiday, Barnes & Noble stores are places of discovery with a vast selection of gifts, toy & games, DVDs, NOOK digital products and more to be experienced throughout the store. Customers can get expert recommendations from experienced and knowledgeable booksellers, or curl up with a book and enjoy a holiday beverage from the Barnes & Noble Café. No other store offers such a broad array of products to discover and experience in a welcoming and open environment for everyone in the family. For more information and to find the perfect gift, visit your local Barnes & Noble store or go online at BN.com.

The campaign marks the first work for Roberts + Langer DDB's relationship with Barnes & Noble.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS) is a Fortune 500 company, the nation's largest retail bookseller and the leading retailer of content, digital media and educational products. The Company operates 658 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 705 bookstores serving over five million students and faculty members at colleges and universities across the United States. General information on Barnes & Noble, Inc. can be obtained by visiting the Company's corporate website: www.barnesandnobleinc.com.

Barnes & Noble®, Barnes & Noble Booksellers® and Barnes & Noble.com® are trademarks of Barnes & Noble, Inc. or its affiliates.

For more information on Barnes & Noble, follow us on <https://twitter.com/BNBuzz>, <http://instagram.com/barnesandnoble> and <http://thebarnesandnoble.tumblr.com>, and like us on <https://www.facebook.com/barnesandnoble>.

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 in the US and UK, 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™. Find NOOK devices in Barnes & Noble stores and online at www.nook.com, as well as leading retailers including Best Buy, Walmart, Target and many others. NOOK products are available in the United Kingdom at leading retailers; NOOK content can be purchased at www.nook.co.uk.

NOOK®, the NOOK logos and NOOK Media™ are trademarks of barnesandnoble.com llc or its affiliates. For more information on NOOK, follow us on www.twitter.com/nookBN and www.twitter.com/nook_UK, and like us on www.facebook.com/nook and www.facebook.com/nookGB.

About Roberts + Langer DDB

Roberts + Langer DDB is a full service agency and a member of the Omnicom network. It counts Aveeno, Johnson & Johnson Corp., Kraft, Neutrogena, and Ralph Lauren as key clients. Recently the Agency entered into deals with Barnes & Noble, SensatioNail, and Southwest Airlines Rewards Card, a division of JP Morgan Chase Card Services.

#