

FOR IMMEDIATE RELEASE

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**Barnes & Noble Brings Physical and Digital Books Together with New
'B&N Sync Up!' Holiday Program**

**Purchase Select Paperbacks In-Store and Add the NOOK Book® Edition
for Just \$4.99**

**Digital Edition Can Be Gifted to Friends to Read on
NOOK® Devices and through Free NOOK Reading App™**

New York, New York – November 12, 2014 – NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, the nation's largest retail bookseller and the leading retailer of content, digital media and educational products, today announced B&N Sync Up!, a new in-store program that brings physical and digital books together in a new and exciting way for book lovers and gift givers. Through the holiday season, customers shopping at Barnes & Noble stores can purchase one or more paperbacks from a specially curated selection and get the NOOK Book digital edition of the same title for just \$4.99 -- up to 70% percent off the digital list price. Customers can choose to enjoy both versions of the title or gift them to friends and family.

The B&N Sync Up! program was created to offer Barnes & Noble customers the convenience of owning both print and digital formats of a great book at a great value with the benefit of being able to easily gift one or both of the versions to a friend or family for the holidays. Now customers can read and enjoy the same books together with their loved ones. The eBook version can be read on any NOOK device and on a multitude of smartphones and tablets via the free NOOK Reading App (available at www.nookapp.com).

Through the new program, customers can choose paperbacks from a collection of perennial favorites and bestsellers including *Doctor Sleep* by Stephen King, *Outlander (Outlander Series #1)* by Diana Gabaldon, *The Secret Life of Bees* by Sue Monk Kidd, *The Kite Runner* by Khaled Hosseini, *Life of Pi* by Yann Martel, plus many more fantastic reads. More details are available at BN.com/sync-up.

“This innovative new program brings together physical and digital books in a way that only Barnes & Noble can, providing our customers with a great new option to browse and shop both formats in our stores across the country,” said Jaime Carey, Chief Merchandising Officer at Barnes & Noble. “We are committed to helping our customers

discover great reads in all formats, and we believe they will appreciate the value, convenience and gift-giving opportunities our B&N Sync Up! program provides as we head into the busy holiday shopping season.”

The B&N Sync Up! program is easy to use and available through the holiday season in any of Barnes & Noble’s more than 650 stores nationwide. Customers can look for the B&N Sync Up! display in any store and chose one or more of the select paperbacks. They simply bring it to the register, where a bookseller will activate the NOOK Book offer upon checkout and a unique access code will be printed on the customer’s store receipt. For additional convenience, customers can also choose to have the code printed on a gift receipt or emailed to them.

To redeem the offer, the customer or the gift recipient can visit www.BN.com/redeem, enter their code and download the digital edition within seconds. The digital content can be enjoyed on any NOOK device, including the new Samsung Galaxy Tab[®] 4 NOOK[®] or NOOK GlowLight[™], or through free NOOK Reading Apps available for Apple iOS (iPhone[®], iPad[®], iPod touch), Android[™] (phones and tablets) and Windows 8 (PCs and tablets). With free NOOK Reading Apps, NOOK Books and NOOK Magazines[®] are automatically synced for customers so they can buy once and read anywhere. Customers can customize their reading experience with text styles, font sizes and brightness, and their last page read syncs across devices so they can pick up where they left off anytime they like.

Terms and conditions apply. Please visit BN.com/sync-up or any Barnes & Noble store and speak with a bookseller for more details.

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