

FOR IMMEDIATE RELEASE

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Barnes & Noble Announces Amazing Cyber Monday Deals at BN.com Offers Include:

- **7-Inch Samsung Galaxy Tab[®] 4 NOOK[®] for Incredible Low Price of \$129.99**
- **Fantastic Collection of 500 NOOK Books[®] for \$5 or Less**
- **2 for \$30 Offer on Select Hardcover**
- **\$10 off for Every \$50 Spent on a Huge Selection of Toys & Games**

New York, NY– December 1, 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 the most amazing Cyber Monday deals for holiday shoppers are all at BN.com/cybermonday on December 1, including the new 7-inch Galaxy Tab 4 NOOK available for the incredible low price of only \$129.99*. Other special Cyber Monday offers include 500 NOOK Books for \$5 or less, a 2 for \$30 offer on select hardcovers, \$10 off every \$50 customers spend on top educational toys and games, and much more.

Spectacular deals at BN.com this Cyber Monday include:

- **7-Inch Galaxy Tab 4 NOOK Available for Just \$129.99*:** At just \$129.99, the 7-inch Galaxy Tab 4 NOOK is an excellent value for customers seeking the best of both worlds: a full-featured Android tablet optimized for reading and entertainment. The new 7-inch Galaxy Tab 4 NOOK device combines Samsung's leading technology and NOOK's extraordinary content and reading experience, and comes with more than \$200 in free content from the NOOK Store[®], including an enticing assortment of bestselling books, popular TV shows, top magazines and apps, plus a \$5 starter credit towards any NOOK purchase.

* Available online at BN.com on December 1, 2014. Offer limited to 10,000 devices. Limited quantity. No rain checks. Cannot be combined with other offers or the B&N Member discount. Limit 5 per customer.

- **Incredible Offer on NOOK Books:** Customers can treat themselves to great reads at excellent values with a fantastic collection of 500 NOOK Books for \$5 or less, including books for readers of all ages. Customers can enjoy *The Burning Room* by Michael Connelly, *Big Driver* by Stephen King, *V for Vendetta* by Alan Moore and David Lloyd, *The Wishing Spell* by Chris Colfer and hundreds of more NOOK Books at nook.com/treatyourself.

- **Save on Select Hardcover:** Customers can save on today's favorite books with a 2 for \$30 deal on select hardcovers while supplies last, including popular titles like *41: A Portrait of My Father* by George W. Bush, *Leaving Time* by Jodi Picoult, *The Burning Room (Harry Bosch Series #19)* by Michael Connelly, *All the Light We Cannot See* by Anthony Doerr, *Jeter Unfiltered* by Derek Jeter, and more.
- **Save on a Huge Selection of Toys & Games:** An amazing deal of \$10 off every \$50 customers spend on most toys and games, while supplies last.

Other fantastic online specials at BN.com on Cyber Monday include:

- **DVDs, Blu-rays and CDs:** Customers can get up to 70% off hundreds of DVDs and Blu-rays including great titles like *Harry Potter - Complete 8-Film Collection*, *The Wizard Of Oz: 75th Anniversary*, *Gravity*, *The Book Thief*, and many more. In addition, customers can also enjoy up to 50% off a fantastic selection of CDs including *Cheek to Cheek* by Tony Bennett & Lady Gaga and *Partners* by Barbra Streisand.
- **Special Gift Books:** Customers can enjoy a 50% off deal on an extensive selection of popular gift books for readers of all ages including *The World of Ice & Fire* by George R. R. Martin, *Guinness World Records 2015*, *World's Best Cities* from National Geographic, *Star Wars The Adventures of Luke Skywalker, Jedi Knight* by Tony DiTerlizzi and illustrated by Ralph McQuarrie, *The Book with No Pictures* by B. J. Novak, *Where the Sidewalk Ends* by Shel Silverstein, and many others.
- **Collectible Classic Edition Books:** A can't-miss deal of buy 1, get 1 50% off collectible classic editions gives customers the perfect opportunity to build their loved ones' classics libraries right in time for the holidays. The offer includes *Complete Fairy Tales (Barnes & Noble Collectible Editions)* by Brothers Grimm, *The Complete Sherlock Holmes (Barnes & Noble Collectible Editions)* by Arthur Conan Doyle, and more. This offer excludes all boxed sets.
- **Home & Gift:** Customers can enjoy 50% off popular home and gift collections including select Moleskine products like notebooks, pens and booklights, Barnes & Noble exclusive faux fur pillows and throws, perfect for cuddling up with a favorite book, and all lap desks, perfect for writing comfortably at home or on the go.
- **Magazine Subscriptions:** Customers can receive 20% off more than 900 print magazine subscriptions at BN.com. This amazing offer applies to bestselling magazines including *National Geographic*, *Sports Illustrated*, *Parents* magazine and *The Atlantic*. *National Geographic Kids*, *Ranger Rick* and *Girl's Life* make

the perfect holiday gifts for any young people customers are buying for this holiday.

- **Special Gift Card Offer:** Any customer who visits a Barnes & Noble store or BN.com on Cyber Monday will get a free \$10 Barnes & Noble Gift Card** with every \$75 purchase of Barnes & Noble Gift Cards.

**Free \$10 promotional Barnes & Noble Gift Card can be redeemed starting December 26.

Customers are invited to shop online at BN.com/cybermonday and experience the amazing Cyber Monday deals that Barnes & Noble has to offer. All orders over \$25 qualify for free shipping and, as always, Barnes & Noble Members enjoy free express shipping on all BN.com orders.

Through December 23, Barnes & Noble is extending its booksellers' expert knowledge online by providing customized gift ideas to those who tweet their holiday gift-related questions using the hashtag #BNGiftTip. Learn more and follow the conversation at www.twitter.com/bnbuzz.

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.

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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 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.

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