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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 Announces the “NOOK® Reading Challenge” to Inspire People to Read More in 2015

Commit to Reading One or More Books, Invite Your Friends to Participate, and Join the Month-Long Conversation on NOOK’s Social Media Channels and Enter for a Chance to Win a Barnes & Noble Gift Card

New York, NY – January 22, 2015 – 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 NOOK Reading Challenge, a social media-based reading challenge with the goal of inspiring participants to read more and interact with their friends and the book community about what they’re currently reading. To participate in the challenge, readers have to commit on their Facebook page to read one or more books between January 24 (National Readathon Day) and February 28 using the hashtag **#NOOKReadingChallenge**.

Participants are encouraged to invite their friends to take the NOOK Reading Challenge by tagging them on Facebook throughout the duration of the challenge. They can join in engaging conversations about the books they’re reading, and enter for a chance to win one of 100 \$25 Barnes & Noble Gift Cards that will be given to lucky participants.

“We’re always looking for creative and meaningful new ways to engage with readers through social media and we think NOOK fans and their friends will really enjoy the NOOK Reading Challenge,” said Allison Vartabedian, Vice President of Brand Marketing at NOOK. “Pledging to read a new book is a great way to start the New Year, and we’re launching this program on National Readathon Day to provide even more inspiration to pick up your next great read.”

National Readathon Day is a nationwide marathon reading session on Saturday, January 24, from noon to 4 p.m. (in respective time zones) where participants can share their love of books and support programs that promote reading by pledging to read and fundraise for the National Book Foundation (<http://nationalbook.org>). NOOK is extending the excitement around National Readathon Day by offering the NOOK Reading Challenge through February 28.

For more information on the NOOK Reading Challenge, visit www.facebook.com/nook or ask a bookseller at your local Barnes & Noble store. To start reading on NOOK, visit www.nook.com to get more information on NOOK’s award-winning line of eReaders and tablets or to download the Free NOOK Reading App™ for iOS, Android or Windows 8. 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 downloading the Free NOOK Reading App, setting up a NOOK account or NOOK device, 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 658 Barnes & Noble bookstores in 50 states, and one of the Web's largest e-commerce sites, BN.com (www.bn.com). Its 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 714 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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