

FOR IMMEDIATE RELEASE

CONTACTS:

Mary Ellen Keating	Carolyn J. Brown
Senior Vice President	Vice President
Corporate Communications	Corporate Communications
Barnes & Noble, Inc.	Barnes & Noble, Inc.
(212) 633-3323	(212) 633-4062
mkeating@bn.com	cbrown@bn.com

NOOK[®] Announces the #NOOKReadingStyle Sweepstakes

Book Lovers Who Share Their Reading Style on NOOK's Facebook Page Can Enter for a Chance to Win Exciting Prizes

Prizes Include a \$500 Gilt E-Gift Card, a Samsung Galaxy Tab[®] 4 NOOK[®] and 100 \$25 Barnes & Noble Gift Cards

New York, NY – March 16, 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 #NOOKReadingStyle Sweepstakes, designed to inspire book lovers to share their reading style on their Facebook pages and other social media channels. From March 16-31, participants can enter for a chance to win exciting prizes, including a \$500 Gilt E-Gift Card, a Samsung Galaxy Tab 4 NOOK and 100 \$25 Barnes & Noble Gift Cards by completing the sweepstakes entry form on the [NOOK Facebook page](#). Participants will also be encouraged on NOOK's social media channels to post about what, where, when and how they like to read, and discuss all the great ways they enjoy reading with NOOK, while inviting their friends to do the same on social media using the hashtag #NOOKReadingStyle.

“We’re excited to launch the #NOOKReadingStyle Sweepstakes and provide reading fans with the unique opportunity to flaunt their latest, fabulous reads and the fun ways they’re reading with NOOK,” said Jeannie Mullen, Vice President of Marketing at NOOK. “At NOOK, we know our readers take pride in not only what they read, but when, where and how they read. This exciting sweepstakes will allow them and their friends to discuss both in an enjoyable way and enter for a chance to win fantastic prizes.”

The #NOOKReadingStyle Sweepstakes runs through the end of March. For more information on the sweepstakes, customers can visit the official [NOOK Facebook page](#) or ask a knowledgeable bookseller at their 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.

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General information on Barnes & Noble, Inc. can be obtained by visiting the Company's corporate website: www.barnesandnobleinc.com.

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