

FOR IMMEDIATE RELEASE

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NOOK[®] Announces the @lifeofnook Instagram Sweeps!

Participants Can Follow @lifeofnook on Instagram and Enter for the Chance to Win a Samsung Galaxy Tab[®] 4 NOOK[®] or One of 25 \$25 Barnes & Noble eGift Cards

New York, NY – April 27, 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 exciting @lifeofnook Instagram Sweeps. NOOK is revamping its official Instagram channel, @lifeofnook, a place where it will showcase the stories of employees, customers, authors and partners who make up the NOOK community of passionate and connected digital readers. To celebrate, NOOK is hosting a special week-long @lifeofnook Instagram Sweeps, beginning today, 4/27, where participants can follow the @lifeofnook Instagram channel and enter for the chance to win a 7-inch Samsung Galaxy Tab 4 NOOK or one of 25 \$25 Barnes & Noble eGift Cards.

To complement the sweeps launch, writer, blogger and popular Instagrammer James Kicinski-McCoy (@bleubird) is taking over the @lifeofnook Instagram account today. Followers of @lifeofnook will be the first to see how her whole family uses their NOOKs to make reading fun. She will drive her +216K followers to @lifeofnook by sharing fun photos and content all day long.

“We are so excited to celebrate the redesign of NOOK’s Instagram account with the fun @lifeofnook Instagram Sweeps,” said Jeannie Mullen, Vice President of Marketing at NOOK. “By following NOOK on Instagram, participants will not only be able to recognize all of the amazing people behind and related to our brand, but can also enter for the chance to win a Samsung NOOK or an eGift Card for purchasing our great NOOK reading and entertainment content and more.”

For more information on the sweeps, customers can visit NOOK’s official Instagram channel @lifeofnook, or ask a knowledgeable bookseller at their local Barnes & Noble store.

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 649 Barnes & Noble bookstores in 50 states, and one of the Web's largest e-commerce sites, BN.com (www.bn.com). 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 717 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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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 4 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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