

FOR IMMEDIATE RELEASE

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Barnes & Noble Announces Amazing New Low Prices on the Samsung Galaxy Tab[®] 4 NOOK[®] Just in Time for Graduation and Father's Day

7-Inch NOOK by Samsung Available for \$149.99 and the 10-Inch Tablet Is Now Only \$279.99 in Barnes & Noble Stores Nationwide and Online at BN.com

Trade in an Old NOOK Device In-Store to Receive an Additional \$50 Credit Towards the Purchase of a NOOK by Samsung for a Limited Time Only

New York, NY– May 18, 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 fantastic new low prices for the customer-favorite Samsung Galaxy Tab 4 NOOK. The perfect gift for graduates, dads and summer readers, the Samsung Galaxy Tab 4 NOOK 7-inch version now costs only \$149.99, while the 10-inch device is available at the amazing low price of just \$279.99, both in Barnes & Noble stores nationwide and online at NOOK.com. Barnes & Noble Members can get an even greater value with an additional 10% off both devices.

“We are excited to offer customers our fantastic lineup of NOOK by Samsung devices at these new low prices just in time for graduation, Father's Day and the summer reading season,” said Jeanniey Mullen, Vice President of Marketing at NOOK. “The Samsung Galaxy Tab 4 NOOK is a fantastic reading and entertainment device, and together with the huge offering of content in our NOOK Store[®], it makes the perfect gift for everyone in the family at a truly unbeatable price.”

Limited-Time Trade-In Program

For an even better value, customers can trade in their old NOOK device at any Barnes & Noble store for a \$50 credit towards the purchase of a new Samsung Galaxy Tab 4 NOOK, dropping the price of a 7-inch NOOK by Samsung to a remarkably low \$99.99 and the 10-inch version to only \$229.99. This limited-time offer runs from Sunday, May 17, to Saturday, June 13, and applies to trade-ins of NOOK 1st Edition[™], NOOK Color[®], NOOK Tablet[®], NOOK Simple Touch[®], NOOK Simple Touch[®] with GlowLight[®], and NOOK[®] HD and NOOK[®] HD+. Customers can also trade in select iPad[®], Kindle, and Nexus[™] tablets to receive a credit of \$25-\$200 towards the purchase of a Samsung Galaxy Tab 4 NOOK*. Terms and conditions apply; visit NOOK.com/TradeIn or visit any Barnes & Noble store for details.

Samsung Galaxy Tab 4 NOOK

The Samsung Galaxy Tab 4 NOOK is a full-featured Android tablet optimized for readers with all of the tools that customers need to stay entertained, connected and productive. NOOK

customers can enjoy one of their most requested tablet features on a large display: built-in 1.3-megapixel front- and 3-megapixel rear-facing cameras for photos and video chats. The Wi-Fi® enabled device has the full suite of Google applications featuring the Chrome™ web browser, as well as built-in GPS capabilities for location-based apps and more. The 10.1-inch Samsung Galaxy Tab 4 NOOK also features 16GB of built in storage, in addition to the expandable memory that is available with both the 7- and 10.1-inch devices.

Get the Most Out of Reading and Entertainment

The Samsung Galaxy Tab 4 NOOK gives customers an extraordinary collection of digital content to explore from Barnes & Noble. The expansive NOOK Store's reading and entertainment content offers:

- More than 4 million books including bestsellers, new releases, classics and enhanced titles with special content.
- An extensive offering of popular comic books and graphic novels, as well as picture-perfect art, photography, travel guides and cookbook titles.
- An expansive collection of best-loved children's books – over 9,000 – including chapter books and a selection of picture books with a proprietary interactive experience.
- The NOOK Newsstand®, with the largest digital collection of the top 100 bestselling U.S. magazines available for both digital subscriptions and single copy sale, and a vast collection of newspapers and magazines from around the world. Find reading tools like ArticleView® that lets the reader focus on the text customized to their needs, and the Visual Table of Contents that provides a quick scan of the entire issue, allowing a reader to jump directly to any article or section.
- A large collection of NOOK Apps™ featuring a wide range of uniquely curated titles for the whole family, including the hottest games, as well as lifestyle, productivity, news, entertainment and other apps.
- A wide NOOK Video™ selection, offering customers their favorite movies and TV shows from major studios and networks, available for purchase or rental.

Discovery couldn't be easier for all types of content with a bookstore-like browsing experience and unique cross-content features based upon customer interests and relevant topics. Hundreds of NOOK Channels™ support expert content curation based on interest and sensibility. This popular discovery feature is powered by Barnes & Noble's breakthrough recommendation system which combines its bookseller knowledge with advanced algorithmic technology.

Experience the Samsung Galaxy Tab 4 NOOK, alongside the popular NOOK GlowLight™ eReader, in a local Barnes & Noble store and learn more from any of the company's expert booksellers, or visit www.nook.com for more information and to buy a NOOK today.

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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). 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 717 bookstores serving over five million students and faculty members at colleges and universities across the United States.

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About Nook Digital, 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 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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