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## NOOK® Signs Multi-Platform Partnership with ESI Media

Partnership to build on success of last year's *Get London Reading* initiative  
NOOK to sponsor Best Play accolade at 2014's Evening Standard Theatre Awards  
Actress Cush Jumbo to visit a London primary school to promote partnership

LONDON - 12th September, 2014, ESI Media and NOOK Media, LLC, a subsidiary of Barnes & Noble, Inc. (NYSE: BKS), today announced they will be working together on a multi-platform partnership to build on the success of last year's *Get London Reading* initiative. Designed to address low literacy rates in London schools, while highlighting NOOK's commitment to making reading more accessible and affordable across the UK, it will include sponsorship of the Best Play accolade at the Evening Standard Theatre Awards and on-going support for the London Evening Standard *Get London Reading* campaign.

This partnership builds on the success of last year's support by NOOK of the London Evening Standard's pioneering campaign to champion literacy amongst children. The 2013 campaign included a read-a-thon take-over of Trafalgar Square which saw a number of West End shows such as *War Horse*, *Billy Elliot* and *Matilda* perform in front of a mesmerised audience of around 20,000 people. This year's activity will help highlight the importance of reading in creating the next generation of theatrical talent, from actors to playwrights.

The current partnership includes NOOK's sponsorship of the Best Play Award at the prestigious and star-studded Evening Standard Theatre Awards, to be held on 30<sup>th</sup> November, which celebrates its diamond anniversary this year.

To promote the partnership, actress Cush Jumbo, winner of the Burberry Emerging Talent Award at the Evening Standard Theatre Awards 2013, will visit a London primary school to read to children using the critically acclaimed new NOOK GlowLight™ eReader. There will be further visits from stars of the big stage along with London Evening Standard owner, Evgeny Lebedev, to schools during the campaign.

The joint campaign will include a free eBook offer and other special co-branded promotions, alongside display advertising campaigns across the Evening Standard's print and digital platforms. For more information, visit [www.nook.co.uk/getreading](http://www.nook.co.uk/getreading).

**Cush Jumbo**, said: "I am so pleased to support the fantastic work of the Evening Standard's *Get London Reading* campaign. As well as raising child literacy levels I am certain it will also help develop the next generation of playwrights and theatre lovers. Good stories are at the foundation of my creativity and it's just so brilliant for me to play a part in passing on the sheer joy of reading to kids right here in my home town."

**Jo Aves, Head of Strategic Partnerships, ESI Media**, said: "We're delighted to partner with NOOK again after such a successful campaign last year. The strength and depth of our multi-platform proposition means we've been able to build upon last year's campaign in new and innovative ways, extending NOOK's messaging and the momentum of the campaign."

**Colin Eustace, General Manager, Barnes & Noble S.à.r.l**, said: "As the NOOK brand grows in the UK it is important that we continue our commitment to help promote the cause of literacy among children, and our latest partnership with the London Evening Standard is an important part of that commitment. Instilling a love of reading in children opens up new opportunities for them and will help inspire the next generation of theatrical talent in this country. By centering this campaign around the theatre and bringing West End talent to London schools, we're excited to help inspire as many children as possible to become lifelong readers."

**-ENDS-**

#### **About ESI Media**

ESI Media is the commercial department of the London Evening Standard, The Independent, *i* and London Live. Led by Jon O'Donnell, group commercial director, ESI Media offers commercial deals across all titles and all platforms.

#### **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](http://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](http://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](http://www.barnesandnobleinc.com).

#### **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 (US) and 3 million (UK) digital books, plus periodicals, comics, apps 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](http://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](http://www.nook.co.uk).

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