

## FOR IMMEDIATE RELEASE

### For Barnes & Noble, Inc.:

Mary Ellen Keating  
(212) 633-3323  
[mkeating@bn.com](mailto:mkeating@bn.com)

Alan McNamara  
(212) 633-3379  
[amcnamara@bn.com](mailto:amcnamara@bn.com)

### For Samsung:

Allison+Partners for  
Samsung Electronics Co., Ltd.  
[SamsungTabs@allisonpr.com](mailto:SamsungTabs@allisonpr.com)

## **Barnes & Noble and Samsung Unveil New Samsung Galaxy Tab S2 NOOK<sup>®</sup>**

**Best Ever NOOK<sup>®</sup> by Samsung Brings Together Samsung's Most Powerful Tablet with NOOK's Reading and Entertainment Experience**

**Barnes & Noble and Samsung's Thinnest, Lightest and Ultra-Fast Tablet  
Now Available in Barnes & Noble Stores and Online at NOOK.com**

New York, NY – September 3, 2015 – Barnes & Noble, Inc. (NYSE: BKS), in conjunction with Samsung Electronics America, today announced the new Samsung Galaxy Tab S2 NOOK, an 8-inch tablet blending Samsung's elegant design and multi-tasking power with NOOK's unparalleled reading and entertainment experience. The new flagship in Samsung's line of tablets, the co-branded Galaxy Tab S2 NOOK is the thinnest, lightest, ultra-fast device from the two companies. It is now available in Barnes & Noble stores nationwide and online at [www.nook.com](http://www.nook.com) for \$399.99, including a special limited-time offer for customers to choose three free NOOK Books<sup>®</sup> and three free NOOK Magazines from a selection of titles, plus a \$5 starter credit and free lifetime in-store support.

“The Samsung Galaxy Tab S2 NOOK is our best ever NOOK tablet and delivers an exciting way to enjoy the NOOK reading and entertainment experience on Samsung's new flagship tablet,” said Fred Argir, Chief Digital Officer at Barnes & Noble. “We're proud to continue our partnership with an industry leader to offer Barnes & Noble customers the NOOK reading and entertainment content they love on the vibrant display on Samsung's most powerful tablet yet. We invite customers to visit their local Barnes & Noble store to see and experience the beauty and design of our new NOOK by Samsung and their favorite content on full display.”

### **Slim, Stylish Design**

The new 8-inch Wi-Fi<sup>®</sup>-enabled device is featherweight at only 9.3 ounces, and is incredibly slim with its less than a quarter-of-an-inch design. It features a stunning Super AMOLED<sup>™</sup> display that brings NOOK content to life in an unprecedented way with deep, rich colors and advanced screen technologies that automatically adjust display settings for stunning images. The 4:3 aspect ratio makes for a great reading experience for NOOK content including books, magazines and newspapers, comics, graphic novels and children's books, as well as for watching movies and TV shows, playing games and using other apps and web browsing. The device has 32GB of standard memory with expandable memory available up to 128GB so customers will never be without their favorite content to explore.

## **Powerful Performance and Features**

The Samsung Galaxy Tab S2 NOOK offers consumers ample power for all their entertainment and multi-tasking needs. An ultra-fast octa-core processor enables consumers to quickly jump between books, movies, apps and the web without lag. The tablet creates efficiencies to increase productivity with integrated multi-tasking features. Multi-Window splits the screen to run two apps simultaneously, and Pop-Up Window helps consumers seamlessly move from one app to the next. Pre-loaded with Microsoft Office Solutions including Microsoft Word, Excel, PowerPoint and OneNote, the Samsung Galaxy Tab S2 NOOK makes it easy to create, edit and share documents. A patented fingerprint scanner provides advanced security for the tablet's content.

“Our partnership with Barnes & Noble allows us to deliver once again on our promise to provide consumers with beautiful technology that empowers them throughout their daily lives,” said Gary Riding, Senior Vice President of Mobile Computing at Samsung. “With the Galaxy Tab S2 NOOK, consumers will experience the freedom of Samsung's thinnest, lightest tablet yet. It's easy to hold, perfect for reading, and designed to use on-the-couch, on-the-go, and everywhere in between.”

## **Access to NOOK's Great Reading & Entertainment Content**

The Samsung Galaxy Tab S2 NOOK offers customers an impressive collection of digital content to explore from Barnes & Noble. The expansive NOOK Store<sup>®</sup>'s reading and entertainment content offering includes:

- Over 4 million books including bestsellers, new releases, classics and enhanced titles with special content.
- An extensive collection of popular comic books and graphic novels, as well as picture-perfect art, photography, travel guides and cookbook titles.
- An expansive digital selection of best-loved children's books – over 110,000 – including chapter books and a selection of more than 11,000 interactive picture books.
- The NOOK Newsstand<sup>®</sup>, 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. Reading tools like ArticleView<sup>®</sup> lets the reader focus on the text, customized to their needs, and the Visual Table of Contents provides a quick scan of the entire issue, allowing readers to jump directly to any article or section.
- A large collection of NOOK Apps<sup>™</sup> featuring a wide range of uniquely curated titles for the whole family, including fun games, as well as lifestyle, productivity, news, entertainment and other apps.
- A wide NOOK Video<sup>™</sup> selection offering customers their favorite movies and TV shows from major studios and networks, available for purchase or rental.

Discovering new content is simple and easy in the NOOK Store, where hundreds of NOOK Channels<sup>™</sup> 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.

### **Free Content and NOOK Store Credit with Purchase**

Barnes & Noble offers all customers who purchase a new Samsung Galaxy Tab S2 NOOK to choose complimentary NOOK content including: three books from a selection of 20 great titles featuring favorites such as *The Gravedigger's Daughter* by Joyce Carol Oates, *Think Big, Act Bigger* by Jeffrey Hayzlett and *On A Night Like This* by Barbara Freethy, and three magazines from a selection of more than 25 popular publications such as *Cosmopolitan*, *Esquire* and *Food Network Magazine*. Customers will also receive a \$5 credit to help them get started as they explore the expansive NOOK Store through this promotion that runs through the end of the year.

### **Availability In-Store Support and Other Benefits**

The newest, flagship model within Samsung's suite of tablets, the Galaxy Tab S2 NOOK is available as the device rolls into market today. The Samsung Galaxy Tab S2 NOOK is available, starting today, only at Barnes & Noble stores and online at [NOOK.com](http://NOOK.com) for \$399.99, with an additional 10 percent off for Barnes & Noble Members. Customers can personalize and protect their device with a number of colorful and stylish accessories designed for the new NOOK by Samsung.

All NOOK devices come with free lifetime in-store support. NOOK customers can visit any of Barnes & Noble's nearly 650 stores across the country for complimentary, personal support, including help setting up their NOOK device and organizing their library. While in-store, customers can speak with any of the company's expert booksellers, access free Wi-Fi and enjoy the popular Read In Store<sup>®</sup> program, which allows guests to read any book free for up to one hour per day. Customers can also take advantage of a full calendar of popular NOOK events, including NOOK Night workshops, family Storytimes, book discussion groups and author signings.

### **About Barnes & Noble, Inc.**

Barnes & Noble, Inc. (NYSE: BKS) is a Fortune 500 company, the nation's largest retail bookseller, and a leading retailer of content, digital media and educational products. The Company operates 648 Barnes & Noble bookstores in 50 states, and one of the Web's premier e-commerce sites, BN.com ([www.bn.com](http://www.bn.com)). The Nook Digital business offers a lineup of popular NOOK<sup>®</sup> tablets and eReaders and an expansive collection of digital reading and entertainment content through the NOOK Store<sup>®</sup>. The NOOK Store features more than 4 million digital books in the US ([www.nook.com](http://www.nook.com)) and UK ([www.nook.co.uk](http://www.nook.co.uk)), plus periodicals, comics, apps, movies and TV shows, and offers the ability to enjoy content across a wide array of popular devices through Free NOOK Reading Apps<sup>™</sup> available for Android<sup>™</sup>, iOS<sup>®</sup> and Windows<sup>®</sup>.

General information on Barnes & Noble, Inc. can be obtained by visiting the Company's corporate website at [www.barnesandnobleinc.com](http://www.barnesandnobleinc.com).

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