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**Barnes & Noble Introduces New NOOK: Our Best Ever eReader**

**NOOK GlowLight Plus™ is Beautifully Designed, Lightweight and Ready for Reading in Low Light or Bright Sun**

**First Waterproof and Dustproof NOOK for Worry-Free Reading Anywhere**

**Now Available in Barnes & Noble Stores and Online at NOOK.com for Just \$129.99 with Free Lifetime In-Store Support**

**New York, New York – October 21, 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 new NOOK GlowLight Plus, the Company’s first waterproof and dustproof<sup>1</sup> device for worry-free reading anywhere – including the bath and the beach. The beautifully designed and lightweight brand new eReader offers an immersive and enjoyable reading experience in low light and bright sun thanks to our most advanced E Ink® display and a built-in ambient light. Starting today, NOOK GlowLight Plus is available in Barnes & Noble stores nationwide and online at [NOOK.com](http://NOOK.com), ad-free, for just \$129.99 with free lifetime in-store support.

“We’re excited to introduce the best ever NOOK eReader to readers across the country, particularly those who have requested a great purpose-built reading device that is both durable and portable,” said Fred Argir, Chief Digital Officer at Barnes & Noble. “The first waterproof and dustproof NOOK is ready to take anywhere, offering an immersive reading experience that can be enjoyed in bed and bright sun given our most advanced display with built-in light. We invite customers to visit their local Barnes & Noble store to learn more about this beautifully designed, lightweight device that makes a perfect gift for themselves or anyone who loves to read.”

**First Waterproof, Dustproof NOOK Is Also Sleek and Elegant**

NOOK GlowLight Plus has an advanced design that allows it to withstand water and dust, so customers can read at the beach, in the bathtub or alongside the pool without worry. The company designed the first-ever waterproof and dustproof NOOK for customers who requested a durable, portable design for their reading device.

Its sleek build, seamless construction and aluminum body make NOOK GlowLight Plus as beautiful as it is durable for an elegant and enjoyable reading experience. With a stylish, textured white border and a bronze-colored aluminum back, NOOK GlowLight Plus has a premium look and feel at an affordable

price. Customers can effortlessly carry thousands of books in a lightweight device, featuring NOOK's slimmest design ever. Weighing just 6.9 ounces, it is perfectly portable in any purse, bag or jacket pocket for reading on the go.

### **Advanced Display for Easy Reading in Low Light and Bright Sun**

NOOK GlowLight Plus offers an intuitive, paper-like reading experience in any light that avid readers will appreciate. Its high-resolution, most-advanced E Ink display makes words pop off the screen for easy reading. The display features 300 dpi, enhanced contrast and twice as many pixels as NOOK GlowLight™. The glare-free screen and adjustable ambient lighting enables readers to enjoy an evenly dispersed light so they can dig into their favorite book in dim light or total darkness.

### **Joyful, Hassle-Free eReading Experience**

The ultimate eReading experience, readers can enjoy NOOK GlowLight Plus for up to six weeks on a single charge<sup>2</sup>. NOOK has always focused on providing readers with optimized fonts, and NOOK GlowLight Plus features a selection of hand-crafted and fine-tuned fonts that are optimized to be clear and sharp for greater eye comfort when immersed in a great read. Navigating the device and discovering new content has never been easier with a refined, more visually appealing and intuitive home page and user experience. Designed specifically for avid readers, the purpose-built device empowers readers to escape into their next reading adventure free from distractions from the Web, email or social channels.

The popular NOOK Profiles™ feature, previously available on the company's tablets, comes to a NOOK eReader for the first time. NOOK Profiles transforms NOOK GlowLight Plus into any family member's own eReader, where they can access personalized content and recommendations with a quick tap of the screen. Parents will appreciate the ease of setting up profiles for their children with relevant kid-friendly NOOK content for their kids to build a love of chapter books. Setup is intuitive, simple and seamless, and previously created NOOK Profiles will automatically transfer to new devices.

### **Amazing Content Selection**

NOOK customers can shop the expansive NOOK Store®, which offers millions of books and periodicals that are accessible in an instant using built-in Wi-Fi. Customers can discover great reads and new authors tailored to their personal interests with recommendations from Barnes & Noble's expert booksellers.

NOOK GlowLight Plus is also the first Barnes & Noble eReader to include B&N Readouts™, a newly announced feature that brings the company's popular bookstore browsing and content discovery to the NOOK digital experience. B&N Readouts leverages Barnes & Noble's vast content catalog and deep bookseller knowledge to deliver a daily selection of addictive and compelling quick reads that can be enjoyed anytime and anywhere on the NOOK GlowLight Plus, along with NOOK by Samsung devices, through Free NOOK Reading Apps™ for Android™ and iOS® devices, and [www.bn.com](http://www.bn.com). The free one-to-five-minute book excerpts and full articles from current issues of popular periodicals are tailored to customers' favorite genres and subjects and optimized for sharing.

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

Customers can visit any of Barnes & Noble's nearly 650 stores across the country for help with setting up their NOOK device, organizing their library or figuring out what to read next with personalized recommendations from Barnes & Noble's knowledgeable booksellers. In stores, customers can connect to the free Wi-Fi to read NOOK Books® for free for up to one hour a day with the Read In Store® feature and to shop digitally while exploring the aisles. In Barnes & Noble stores, 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.

### **A Great Value, Available Now**

The new NOOK GlowLight Plus is available only at Barnes & Noble stores and online at [NOOK.com](http://NOOK.com) beginning today for the incredible value of just \$129.99, with an additional 10 percent discount for Barnes & Noble Members. Customers can also find a range of accessories to personalize the NOOK GlowLight Plus including new, beautifully designed covers and sleeves.

NOOK GlowLight Plus is water- and dustproof<sup>1</sup>, ad-free at no additional cost and comes with free lifetime in-store support<sup>3</sup>. The new NOOK is a purpose-built reading device that's perfect for everyone from the casual to the most voracious reader including current NOOK customers who want to upgrade to Barnes & Noble's ultimate eReader as well as those who've yet to experience reading digitally.

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

Barnes & Noble offers all customers who purchase a new NOOK GlowLight Plus 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.

### **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 647 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® tablets and eReaders and an expansive collection of digital reading and entertainment content through the NOOK Store®. 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™ available for Android™, iOS® and Windows®.

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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<sup>1</sup>IP67 certified. Waterproof in fresh water for up to 30 minutes at a maximum depth of 1 meter (3.28 feet). Avoid immersion in saltwater or other liquids. USB port must be completely dry before use.

<sup>2</sup>Based on 30 minutes of reading per day and 1 page refresh per minute, with GlowLight at 30% brightness and wireless off. Battery life tests conducted using specific units; actual results may vary based on device settings, usage, and many other factors.

<sup>3</sup>Lifetime in-store support provides assistance for setup, connectivity, and basic troubleshooting at Barnes & Noble bookstores.

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