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Barnes & Noble Announces New Low Prices on NOOK[®] to Celebrate Discovery Weekend

Holiday Gifting Alert: Samsung Galaxy Tab[®] 4 NOOK[®] 7- and 10-Inch Tablets Available for Just \$149.99 and \$249.99 During Discovery Weekend, Nov. 21-23

Popular NOOK GlowLight[™] eReader Available at Permanent New Low Price of Only \$99 Starting on Friday, November 21

New York, New York – November 19, 2014 – NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, the nation’s largest retail bookseller and the leading retailer of content, digital media and educational products, today announced new low prices on NOOK devices to celebrate Discovery Weekend. Starting Friday, November 21, and running through Sunday, November 23, Discovery Weekend gives customers a unique opportunity to jump-start the holiday shopping season and features family-friendly events, interactive activities, Storytime events, as well as book signings and appearances by more than 100 bestselling authors and notable personalities. As part of the weekend’s festivities, Barnes & Noble is offering the recently launched Samsung Galaxy Tab 4 NOOK devices at low prices of just \$149.99 for the 7-inch tablet (after a \$50 instant rebate) and \$249.99 for the 10-inch tablet (after a \$100 instant rebate).

Additionally, Barnes & Noble announced a permanent new low price of just \$99, starting on Friday November 21, for the popular NOOK GlowLight eReader - down from \$119.

“There are so many great offers, events and activities at Barnes & Noble stores during Discovery Weekend that will help customers kick off the holiday shopping season, including fantastic prices on NOOK,” said Doug Carlson, Executive Vice President of Digital Content and Chief Marketing Officer at NOOK Media LLC. “With instant rebates of up to \$100 on the new NOOKs by Samsung, as well as a new low price of \$99 on NOOK GlowLight, there’s a perfect device at a great price for everyone in the family at Barnes & Noble during Discovery Weekend and throughout the holidays.”

Samsung Galaxy Tab 4 NOOK

The new Samsung Galaxy Tab 4 NOOK devices combine Samsung’s leading technology and NOOK’s extraordinary content and reading experience. Available in both 7- and 10-inch screen sizes, the new NOOKs by Samsung offer the best of both worlds: full-featured Android tablets optimized for reading and entertainment. During Discovery Weekend (November 21-23) customers can get the 7-inch tablet for the low price of \$149.99, after a \$50 instant rebate, while the 10-inch device will be available for the amazing price of only \$249.99, after a \$100 instant rebate. Both devices come with more than \$200 in free content from the NOOK Store[®], including

an enticing assortment of bestselling books, popular TV shows, top magazines and apps, plus a \$5 starter credit towards any NOOK purchase. And Barnes & Noble Members can get an even greater value with an additional 10% off NOOK device purchases. Both tablets are available at Barnes & Noble stores nationwide and online at BN.com and NOOK.com.

NOOK GlowLight

NOOK GlowLight is designed especially for people who love escaping into a great book – anytime, anywhere. Tremendously light, with a fresh, contemporary design and soft-touch back that fits beautifully in the hand, NOOK GlowLight features perfectly lit pages, sharper text and advanced display technology for an optimized long-form reading experience that’s more natural and immersive than ever. A perfect holiday gift, NOOK GlowLight is available at a permanent new low price of only \$99, down from \$119, starting on Friday, November 21, at Barnes & Noble stores nationwide and online at BN.com and NOOK.com. Barnes & Noble Members can get an even greater value with an additional 10% off NOOK GlowLight.

Discovery Weekend

Building off the success of last year’s first-ever Discovery Friday, the expanded Discovery Weekend (November 21-23) begins one week prior to Black Friday. During Discovery Weekend, customers can visit the NOOK Boutique® and use a Samsung Galaxy Tab 4 NOOK demonstration device to enter for a chance to win a once-in-a-lifetime shopping trip. One lucky winner will receive a trip for two to New York City, with a \$1,000 Barnes & Noble Gift Card, to meet, greet and shop at Barnes & Noble with “Jealous” singer Nick Jonas in celebration of his new self-titled solo album. For complete details and official rules, learn more at www.bn.com/discoveryweekend.

Additionally, customers who enter the meet, greet, and shop with Nick Jonas sweepstakes will be offered a free eBook, *Beautiful Ruins* by Jess Walters, by downloading the Free NOOK Reading App™. At the conclusion of Discovery Weekend, customers who enter the sweepstakes and choose to opt into Barnes & Noble emails will receive an email with instructions on how to redeem their free eBook offer.

For more information on NOOK and Discovery Weekend, customers can visit BN.com or stop by a Barnes & Noble store to speak with a friendly, knowledgeable bookseller.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS) is a Fortune 500 company, the nation’s largest retail bookseller 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), 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.

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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 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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