

FOR IMMEDIATE RELEASE

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Barnes & Noble Announces Cyber Monday “Steals and Deals” at BN.com

**Free \$20 Barnes & Noble Gift Card with Select NOOK® Device Online Purchase
Using a MasterCard®**

Get a Free \$10 Barnes & Noble Gift Card with Every \$75 Gift Card Purchase

Enjoy up to 50 Percent off the Season’s Best Reading and Entertainment Products

New York, NY – November 25, 2012 – Barnes & Noble, Inc. (NYSE: BKS), the leading retailer of content, digital media and educational products, announced today “steals and deals” for online holiday shoppers on Cyber Monday (www.bn.com/cybermonday), a day celebrating online shopping across the country. On November 26, customers who purchase select Barnes & Noble award-winning NOOK devices online using a MasterCard® card will receive a free \$20 Barnes & Noble Gift Card, along with free shipping, while supplies last. This amazing offer applies to purchases of new NOOK Tablet™, NOOK Color™, NOOK Simple Touch™ and NOOK Simple Touch™ with GlowLight™ devices on BN.com. In addition to giving the gift of the top-rated reading and entertainment products available, online shoppers can also use the Gift Card to purchase great new physical or digital books, magazines and children’s books, or a stylish accessory for NOOK.

Online holiday shoppers will enjoy up to 50 percent savings on the season’s hottest gifts for the whole family, such as top-selling books and eBooks, educational toys and games, electronics and more. Other exciting BN.com Cyber Monday online specials include:

- **Special Gift Card Offer:** Receive a free \$10 Barnes & Noble Gift Card with every \$75 Gift Card purchase.
- **Bestselling and Classic Books:** Get 50 percent off select bestsellers, including Thomas Keller’s *Bouchon Bakery*, Neil Young’s *Waging Heavy Peace*, George R. R. Martin’s *Lands of Ice & Fire*, Chris Ware’s *Building Stories*, Dayton Duncan’s and Ken Burns’ *The Dust Bowl: An Illustrated History* and an exclusive Barnes & Noble edition of *Life in Color: National Geographic Photographs*, among others. All Barnes & Noble hardcover classics are also 50 percent off, and all Barnes & Noble Leather Collectibles are offered as a “buy one get one for only \$10” deal.

- **Kids & Teens Books:** Get 50 percent off more than 50 books for kids of all ages from toddlers to teens. The Cyber Monday selection features a great assortment of books from bestselling fiction to popular biographies, including *Snowmen at Night* by Caralyn and Mark Buehner, a special edition of *Artemis Fowl* by Eoin Colfer and *A Mutiny in Time (Infinity Ring Series #1)* by James Dashner, as well as *Justin Bieber: Just Getting Started* and *One Direction Behind the Scenes*.
- **Hottest Educational Toys & Games:** Visit BN.com for an incredible “buy one get one 50 percent off” deal on any educational toy or game.*

*Excludes select Lego and LeapFrog items.

- **DVD and Blu-ray Titles:** Get up to 50 percent off select DVD and Blu-ray bestsellers and new releases online and in stores, including *Harry Potter and the Deathly Hallows Part 2*, *Midnight in Paris* and *Bridesmaids*.

Additional offers available to customers at BN.com on Cyber Monday include:

- **Moleskine Products:** Buy one get one 50 percent off on all Moleskine products.
- **Boxed Calendars:** Get 50 percent off select boxed calendars.

The company’s recently announced and acclaimed NOOK® HD and NOOK® HD+ are now available at NOOK.com and in our nearly 700 bookstores nationwide. The lightweight 7-inch NOOK HD and 9-inch NOOK HD+ feature must-see displays for superior reading and entertainment, starting at \$199 for NOOK HD and \$269 for NOOK HD+.

All orders over \$25 qualify for free shipping and, as always, Barnes & Noble Members enjoy free express shipping on all BN.com orders. For more information, visit www.bn.com/cybermonday.

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 689 Barnes & Noble bookstores in 50 states, and one of the Web’s largest e-commerce sites, BN.com (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 667 bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. Barnes & Noble is proud to be named a J.D. Power and Associates 2012 Customer Service Champion and is one of only 50 U.S. companies so named. Barnes & Noble.com is ranked the number one online retailer in customer satisfaction in the book, music and video category and a Top 10 online retailer overall in customer satisfaction according to ForeSee E-Retail Satisfaction Index (Spring Top 100 Edition).

General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company's corporate website: www.barnesandnobleinc.com.

NOOK®, NOOK Tablet™, NOOK Color™, NOOK Color™, NOOK Simple Touch™, NOOK Simple Touch™ with

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