

CONTACTS:

Mary Ellen Keating
Corporate Communications
Barnes & Noble, Inc.
(212) 633-3323
mkeating@bn.com

Carolyn J. Brown
Corporate Communications
Barnes & Noble, Inc.
(212) 633-4062
cbrown@bn.com

Barnes & Noble Introduces New NOOK® for Windows 8 App

Customers Can Now Sign In and Shop Using a Microsoft Account – Dramatically Simplifying the Reading and Shopping Experience

New York, New York – February 4, 2013 – NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, today announced the new NOOK for Windows 8 app that enables customers to sign in and shop using their Microsoft account, dramatically simplifying the reading and shopping experience. By eliminating the need to sign in with separate credentials or create an account in advance, the NOOK for Windows 8 app provides customers seamless access to NOOK's vast selection of digital books, magazines, newspapers and comics on Windows 8.

Access Reading Content Anywhere: Like all free NOOK Reading Apps™, purchased content is safely stored through the NOOK Cloud™, making it easy for customers to access digital books, magazines and more wherever they go. NOOK customers can now sign in with a Microsoft account and then combine it with their existing NOOK account, providing access to all previously purchased NOOK content in one library while having the option to use the Microsoft account as the primary account.

“As part of our strategic partnership with Microsoft, we are thrilled that NOOK is the first digital bookstore to support Microsoft account for sign in on Windows 8,” said Jamie Iannone, President of Digital Products at NOOK Media LLC. “NOOK is already the highest-rated reading and digital bookstore app on Windows 8, offering the best reading and shopping experience on Windows 8 PCs and tablets. And now, by enabling simple convenient sign in with a Microsoft account, the NOOK app makes reading and shopping even more fun and easy.”

A Growing and Diverse Digital Catalog and Other Innovative Features: The fully integrated NOOK Store™ offers NOOK for Windows 8 customers access to one of the world's largest digital content collections featuring:

- More than 3 million books, including 1 million free books, from bestsellers to new releases, classics and more.
- The largest digital collection of the top 100 bestselling magazines available for digital subscriptions and single copy sale, plus a large selection of leading daily and weekly newspapers.
- A vast and growing collection of full-color comics, graphic novels and kids' comics.
- Free samples of NOOK Books™ and 14-day free trial subscriptions of newspapers and magazines.

- ArticleView™ for magazines, which helps readers focus on an article and quickly move between articles.
- The ability to sync the last page read across NOOK devices and apps so you don't lose your place.
- Adjustable fonts, spacing and themes for a customized reading experience.
- NOOK Channels™, a pioneering recommendation system that provides an easy way to discover new titles by theme.

NOOK for Windows 8 is now available to download for free on the Windows Store on all Windows 8 PCs and tablets. Customers can learn more about NOOK for Windows 8 at www.nook.com/nookforwindows8.

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 674 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 only one of 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 Store™, NOOK Video™, NOOK Video Apps™ are trademarks of Barnes & Noble, Inc. Other trademarks referenced in this release are the property of their respective owners.

Follow Barnes & Noble on Twitter (www.bn.com/twitter), Facebook (www.facebook.com/barnesandnoble) and YouTube (www.youtube.com/barnesandnoble).

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, 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™ and NOOK Video apps, available at www.nook.com/freenookapps. NOOK owners receive Always Free NOOK Support in any of Barnes & Noble's nearly 700 bookstores. 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 through www.nook.co.uk and leading retailers.

For more information on NOOK, follow us on www.twitter.com/nookBN or www.twitter.com/nook_UK and www.facebook.com/nook.

###