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Barnes & Noble Launches Brand New Free NOOK[®] Reading App[™] 4.0 for Android, Bringing Customer-Favorite Features to All Android[™] Smartphone and Tablet Owners

The NOOK Reading App 4.0 Is Available Now on Google Play[™] and Features Expanded Content Types Including Enhanced Kids' Books

New Customers Who Download the App and Set up a NOOK Account Will Receive a Free \$5 Starter Credit

New York, New York – March 3, 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 launch of a brand new Free NOOK Reading App 4.0 for Android. The NOOK Reading App 4.0 for Android supports a "read everywhere" strategy by bringing a unified NOOK experience to Android smartphones and tablets. The app combines customer-favorite features found on the Company's line of NOOK tablets and eReaders, with new content types such as enhanced kids' eBooks to give Android users the immersive experience that owning a dedicated NOOK device provides. Plus, new customers who download the app and set up a NOOK account will receive a free \$5 credit to get started. Terms and conditions apply; see NOOK.com for more details. For more information, and to download the app today, visit NOOKApp.com from a mobile device or download now from Google Play.

Fresh New Look and Intuitive Features

The NOOK Reading App 4.0 for Android offers a fresh new look, inspired by the popular user experience on the Samsung Galaxy Tab[®] 4 NOOK[®] line of devices, and provides customers with more content choices and customization options than ever before. The new and improved NOOK Reading App 4.0 for Android experience also features a newly designed home screen and easier navigation between NOOK features and settings. Customers can shop and discover their next great read directly from the home screen with access to NOOK Channels[™] – "A better way to browse."

Created by Barnes & Noble booksellers, each NOOK Channel is a collection of great reading content, both old and new. NOOK Channels brings the experience of visiting a Barnes & Noble bookstore directly to a customer's fingertips, enabling them to browse, discover and choose their next great read. This popular discovery feature is powered by Barnes & Noble's breakthrough recommendation system, which combines bookseller knowledge with advanced algorithmic

technology to present an endless shelf of relevant, personalized, and surprising choices beyond the bestsellers.

With the NOOK Reading App 4.0 for Android, readers also have more customization tools, including the ability to create profiles within the app and to organize favorite content by personal shelves. The updated app enables users to add a NOOK widget to the home screen of any Android phone or tablet, providing quick and easy access to NOOK reading content.

“With the new and improved experience, we’re bringing customers an intuitive new way to read and discover great content on any Android phone or tablet,” said Mahesh Veerina, President, Nook Digital, LLC. “The app brings the very best of NOOK to any Android device for easy access, anytime, anywhere – and with its fresh new look, and access to content like enhanced kids’ eBooks, we’re offering Android customers more than ever before.”

Access to the Expansive NOOK Store®

The NOOK Reading App 4.0 for Android provides direct access to browse and shop the NOOK Store one of the world’s largest digital bookstores, featuring more than 4 million digital books, plus periodicals, comics, catalogs and more. Specifically, customers can choose from one of the largest digital collections of magazines and newspapers, including the top 100 bestselling U.S. magazines available for digital subscriptions and single copy sale; thousands of best-loved children’s interactive picture books; and a vast array of full-color comics and graphic novels.

Other features available across the entire suite of Free NOOK Reading Apps™ include:

- 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 readers don’t lose their place.
- Adjustable fonts, spacing and themes for a customized reading experience.
- Like all Free NOOK Reading Apps, safe storage of all purchased content through the NOOK Cloud™, making it easy for customers to access digital books, magazines and more wherever they go on their connected devices.

Barnes & Noble’s suite of Free NOOK Reading Apps also features a recently-updated NOOK for iOS® App and a highly-rated NOOK® for Windows® 8 App. For more information and to download a Free NOOK Reading App today, visit NOOKApp.com from a mobile device. For more information on NOOK content, devices or services customers can visit NOOK.com or stop by their local Barnes & Noble store.

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 649 Barnes & Noble bookstores in 50 states, and one of the Web’s largest e-commerce sites, BN.com (www.bn.com). Its Nook Digital, LLC 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 714 bookstores serving over five million students and faculty members at colleges and universities across the United States.

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About Nook Digital, 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 4 million digital books in the US (more than 3 million in the 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. 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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