

FOR IMMEDIATE RELEASE

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 Announces Partnership with Leading UK Retailer John Lewis to Offer its Award-Winning NOOK® Products and Digital Content

First Retail Partner Announced to Bring NOOK Reading Devices to UK Customers Through John Lewis Stores and Online Beginning This October

New York, New York – August 28, 2012 –Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and leading retailer of content, digital media and educational products, today announced a partnership with UK retailer John Lewis to bring the company's award-winning NOOK reading experience and leading digital bookstore to its physical stores and online sales channels this autumn. The partnership with John Lewis, a premium department store brand lauded as "the UK's leading electrical retailer," will fortify Barnes & Noble's newly-announced presence in the UK, and will enable UK shoppers to see, touch and experience NOOK devices and digital content.

John Lewis is the first company outside the US to partner with Barnes & Noble to offer highly sought-after NOOK devices in each of its 37 UK stores and on www.johnlewis.com, with Barnes & Noble's top-ranked line of E Ink® Readers, NOOK Simple Touch™ and NOOK Simple Touch with GlowLight™, the first products to be available. As previously disclosed, Barnes & Noble will also offer NOOK devices and content to UK customers this autumn through its own online storefront, www.nook.co.uk.

"John Lewis is where knowledgeable customers turn for trusted advice on the best products to purchase, and they are a perfect partner to help launch NOOK in the UK," said Jamie Iannone, President of Digital Products at Barnes & Noble. "We look forward to bringing more choice and convenience to discerning UK customers with our critically acclaimed line of reading devices and expansive selection of content."

Ed Connolly, director of buying for electricals and home technology at John Lewis, said: "Always first with the latest technology, John Lewis is thrilled to be chosen as the premier UK launch retailer for the NOOK. This award-winning line of eReaders adds greater choice to this expanding category. We think our customers will love NOOK's adaptability thanks to its E Ink display and unique built-in GlowLight, perfect for day or night time reading."

Barnes & Noble, a leader in creating innovative products that provide the best digital reading and entertainment experience, currently offers its digital portfolio in the US in more than 1,300

Barnes & Noble and Barnes & Noble College Bookstores, and through top US retailers. Customers in the US can learn more and experience the product line in the immersive NOOK Digital Shops™ in neighborhood stores, with Always Free NOOK Support in any of its stores.

Echoing Barnes & Noble's dedicated Digital Shops™ in the US, devices including NOOK Simple Touch and NOOK Simple Touch with GlowLight will be prominently displayed in John Lewis electronics aisles throughout the UK as well as its Web site.

The award-winning NOOK Simple Touch – the easiest-to-use Reader with the world's best, most paper-like reading screen – and NOOK Simple Touch with GlowLight, which adds an evenly distributed and adjustable light that's perfect for reading in the dark, are both set to launch in the UK in time for the holiday shopping season. Both lightweight devices feature built-in access via Wi-Fi to Barnes & Noble's digital catalog of more than 2.5 million digital titles – including top-selling UK books, newspapers and magazines – plus comics, exciting NOOK Apps™ and more.

Further product, pricing and availability details will be announced in the autumn. Commercial terms of the partnership have not been disclosed.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE:BKS), the leading retailer of content, digital media and educational products, operates 689 bookstores in 50 states. Barnes & Noble College Booksellers, LLC, a wholly-owned subsidiary of Barnes & Noble, also operates 667 college bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. Barnes & Noble conducts its online business through BN.com (www.bn.com), one of the Web's largest e-commerce sites, which also features more than 2.5 million titles in its NOOK Bookstore™ (www.bn.com/ebooks). Through Barnes & Noble's NOOK® eReading product offering, customers can buy and read digital books and content on the widest range of platforms, including NOOK devices, partner company products, and the most popular mobile and computing devices using free NOOK software. Barnes & Noble is proud to be named a J.D. Power and Associated 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 Tablet™, NOOK Simple Touch™ with GlowLight™, NOOK Simple Touch™, NOOK Color™, Reader's Tablet™, Best-Text™ Technology, VividView™, PagePerfect™, NOOK Store™, NOOK Bookstore™, NOOK Book™, NOOK Newsstand™, NOOK Magazine™, NOOK Newspaper™, NOOK Apps™, FREE NOOK Reading Apps™, NOOK Kids™, NOOK Digital Shop™, NOOK Cloud™, NOOK® for Web, Read In Store™, More In Store™, LendMe®, NOOK Books en español™, NOOK Study™, NOOK Library™, Lifetime Library™ and Read What You Love. Anywhere You Like™ are trademarks of Barnes & Noble, Inc. Other trademarks referenced in this release are the property of their respective owners.

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About NOOK® from Barnes & Noble

Barnes & Noble's NOOK brand of eReading products makes 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 Barnes & Noble's expansive NOOK Store™ of more than 2.5 million digital titles, and the ability to enjoy content across a wide array of popular devices. NOOK Tablet™ is Barnes & Noble's fastest, lightest tablet with the best in

entertainment from top services and everything you want in a tablet at a great value (\$179 for NOOK Tablet – 8GB, and \$199 for NOOK Tablet – 16GB). Both NOOK Tablet and the award-winning NOOK Color™ (\$149) feature a stunning 7-inch VividView™ Color Touchscreen to read all of the content you love, shop popular apps, connect via e-mail, browse the Web and more. NOOK Simple Touch™ (\$99) is the fastest, easiest to use reader with the world's best reading screen and the longest battery life and NOOK Simple Touch with GlowLight™ (\$139) features innovative lighting technology that makes it perfect for reading at bedtime and on the beach. Barnes & Noble offers NOOK owners Always Free NOOK Support in any of its nearly 700 bookstores, as well as free Wi-Fi connectivity to enjoy the Read In Store™ feature to read NOOK Books™ for free, and the More In Store™ program, which offers free, exclusive content and special promotions. Barnes & Noble was the first company to offer digital lending for a wide selection of books through its LendMe® technology, available through NOOK eReading products. Find NOOK devices in Barnes & Noble stores and online at www.nook.com, as well as at Best Buy, Walmart, Staples, Target, Radio Shack, Books-A-Million, OfficeMax, Fred Meyer, P.C. Richard & Son stores, Office Depot, Fry's Electronics, Kmart, hhgregg, Sears and Systemax Inc. retailers.

In addition to NOOK devices, Barnes & Noble makes it easy for customers to enjoy any book, anytime, anywhere with its Free NOOK Reading Apps™, available at www.nook.com/freenookapps. Customers can use Barnes & Noble's free eReading software to access and read books from their personal Barnes & Noble digital library on devices including iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, PC and Mac®. Lifetime Library™ helps ensure that Barnes & Noble customers will always be able to access their digital libraries on NOOK products and software-enabled devices and BN.com. Barnes & Noble also offers NOOK Study™ (www.nookstudy.com), an innovative study platform and software solution for higher education, NOOK Kids™ (www.nookkids.com), a collection of digital picture and chapter books for children, and NOOK Books en español™ (<http://www.barnesandnoble.com/ebooksenespanol>), the first-ever Spanish language digital bookstore in the United States.

For more information on NOOK devices and eReading software, updates, new NOOK Book releases, Free Friday™ NOOK Books and more, follow us on www.twitter.com/nookBN and www.facebook.com/nook.

About John Lewis

John Lewis, 'Britain's favourite electricals retailer 2012' * and 'Best Multichannel Retailer 2012' **, typically stocks more than 350,000 separate lines in its department stores. The website stocks over 200,000 products focused on the best of fashion, beauty, home and giftware and electrical items including online exclusives. johnlewis.com is consistently ranked one of the top online shopping destinations in the UK (www.johnlewis.com). John Lewis Insurance offers a range of comprehensive insurance products - home, car, wedding and event, travel and pet insurance and life cover - delivering the usual values of expertise, trust and customer service expected from the John Lewis brand.

* Verdict Consumer Satisfaction Index, April 2012

** PayPal Retail Awards 2012

You can follow John Lewis on the following social media channels:

www.johnlewis.com/twitter

www.johnlewis.com/facebook

www.johnlewis.com/youtube

Forward-Looking Statements

This press release contains certain forward-looking statements (within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended) and information relating to Barnes & Noble that are based on the beliefs of the management of Barnes & Noble as well as assumptions made by and information currently available to the management of Barnes & Noble. When used in this communication, the words "anticipate," "believe," "estimate," "expect," "intend," "plan," "will" and similar expressions, as they relate to Barnes & Noble or the management of Barnes & Noble, identify forward-looking statements.

Such statements reflect the current views of Barnes & Noble with respect to future events, the outcome of which is

subject to certain risks, including, among others, the general economic environment and consumer spending patterns, decreased consumer demand for Barnes & Noble's products, low growth or declining sales and net income due to various factors, risk that international expansion will not be successfully achieved or may be achieved later than expected, possible disruptions in Barnes & Noble's computer systems, telephone systems or supply chain, possible risks associated with data privacy, information security and intellectual property, possible work stoppages or increases in labor costs, possible increases in shipping rates or interruptions in shipping service, effects of competition, possible risks that inventory in channels of distribution may be larger than able to be sold, possible risk that returns from consumers or channels of distribution may be greater than estimated, the risk that the expected sales lift from Borders' store closures is not achieved in whole or part, the risk that digital sales growth is less than expectations and the risk that it does not exceed the rate of investment spend, higher-than-anticipated store closing or relocation costs, higher interest rates, the performance of Barnes & Noble's online, digital and other initiatives, the performance and successful integration of acquired businesses, the success of Barnes & Noble's strategic investments, unanticipated increases in merchandise, component or occupancy costs, unanticipated adverse litigation results or effects, product and component shortages, the potential adverse impact on the business resulting from the review of a potential separation of the NOOK digital business, the risk that the transactions contemplated by the partnership with Microsoft to form Newco, including with respect to any spin-off, split-off or other disposition by Barnes & Noble of its interest in Newco, are not able to be implemented on the terms contemplated or at all, the risk that the transactions do not achieve the expected benefits for the parties including the risk that Newco's applications are not commercially successful or that the expected distribution of those applications is not achieved, the risk that the separation of the NOOK digital and College businesses or any subsequent spin-off, split-off or other disposition by Barnes & Noble of its interest in Newco results in adverse impacts on Company or Newco (including as a result of termination of agreements and other adverse impacts), the potential impact on Barnes & Noble's retail business of the separation, the potential tax consequences for Barnes & Noble and its shareholders of a subsequent spin-off, split-off or other disposition by Barnes & Noble of its interest in Newco, the risk that the international expansion contemplated by the relationship is not successful, the risk that Newco is not able to perform its obligations under the commercial agreement, including with respect to the development of applications and international expansion, and the consequences thereof, the costs and disruptions arising out of any such separation of the NOOK digital and College businesses, the risk that Barnes & Noble may not recoup its investments in the NOOK digital business as part of any separation transaction, the risks, difficulties, and uncertainties that may result from the separation of businesses that were previously co-mingled including necessary ongoing relationships, and potential for adverse customer impacts and other factors which may be outside of Barnes & Noble's control, including those factors discussed in detail in Item 1A, "Risk Factors," in Barnes & Noble's Annual Report on Form 10-K and Form 10-K/A, and in Barnes & Noble's other filings made hereafter from time to time with the SEC. Our forward looking statements relating to international expansion are also subject to the following risks, among others that may affect the introduction, success and timing of the NOOK e-reader and content in countries outside the United States: we may not be successful in reaching agreements with international companies, the terms of agreements that we reach may not be advantageous to us, our NOOK device may require technological changes to comply with applicable laws, and marketplace acceptance and other companies have already entered the marketplace with products that have achieved some customer acceptance.

Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results or outcomes may vary materially from those described as anticipated, believed, estimated, expected, intended or planned. Subsequent written and oral forward-looking statements attributable to Barnes & Noble or persons acting on its behalf are expressly qualified in their entirety by the cautionary statements in this paragraph.

Barnes & Noble undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise after the date of this communication.

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