

## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

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

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

## **NOOK Video™ to Premiere This Fall**

**Coming Soon: Shop Popular Digital Movies & TV Shows  
Available for Streaming and Download**

**Content Licensed From Major Studios Including  
HBO®, Sony Pictures Home Entertainment, STARZ,  
The Walt Disney Studios, Viacom and Warner Bros. Entertainment  
to Bring Customers Entertainment Anywhere**

**New York, New York – September 25, 2012 – Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, today announced its new NOOK Video offering will premiere this fall with blockbuster movies, classic films and original TV shows from major studios including HBO, Sony Pictures Home Entertainment, STARZ, Viacom and Warner Bros. Entertainment, plus favorite movies from The Walt Disney Studios. Barnes & Noble, which is one of the country's leading DVD and Blu-ray Disc™ retailers, will now offer an expansive digital collection of popular films and television shows to be enjoyed anywhere on NOOKs, TVs, tablets and smartphones. Barnes & Noble is also planning to make available content from other leading studios to be announced.

Beginning this fall in the US and coming this holiday season to the UK, NOOK Video will offer customers the opportunity to shop an extensive and diverse digital collection of standard and high-definition movies and TV shows available for streaming and download. Through deals with these and other major studios, the NOOK Video catalog will offer something for everyone in the family to enjoy, including Disney-Pixar's *Brave* and *Toy Story 3*, *Marvel's The Avengers*, *21 Jump Street*, *Awkward*, *The Artist*, *Breaking Bad*, *Dora the Explorer*, *The Daily Show with Jon Stewart*, *Spartacus*, *Magic City*, *The Walking Dead*, *True Blood®*, *Game of Thrones®*, Harry Potter movies, *The Dark Knight*, *The Hangover* and many more.

Videos that are streamed and downloaded from the NOOK Store will be stored safely and securely in the NOOK Cloud™, so NOOK Video content can be enjoyed on NOOKs and other devices via soon-to-launch free NOOK Video apps. As with the NOOK Reading apps, NOOK Video apps will seamlessly work together so customers can pick up watching right where they left off on any of their connected devices.

NOOK Video will also integrate a customer's compatible physical DVD and Blu-ray Disc purchases and digital video collection across their devices through UltraViolet™. Customers will soon be able to easily link their UltraViolet accounts to the NOOK Cloud allowing them to view their previously and newly purchased UltraViolet-enabled movies and TV shows across NOOK devices and NOOK Video apps, as well as through third party applications. In addition to purchasing a digital version via NOOK Video, customers can shop for DVDs and Blu-ray discs with the UltraViolet logo in Barnes & Noble and other retail stores, add them to their digital collection, and instantly watch compatible titles from the NOOK Cloud to enjoy wherever they go and however they choose.

“As one of the world's largest retailers of physical video discs and digital copyrighted content, our new NOOK Video service will give our customers another way to be entertained with a vast and growing digital video collection, as part of our expansive NOOK Store,” said William J. Lynch, Chief Executive Officer of Barnes & Noble. “The launch of our new digital video service with our long-time studio partners allows us to bring award-winning current and classic movies, TV shows, documentaries and more to millions of customers' screens, coming soon.”

“With the great success of the NOOK tablet and Barnes & Noble's in-store promotional efforts, we are very excited to bring our acclaimed programming to the NOOK Store,” said Henry McGee, President, HBO Home Entertainment. “NOOK Video offers a customized and convenient way for entertainment enthusiasts to own award-winning shows such as *Game of Thrones*®, *Boardwalk Empire*®, *Girls*SM, and *True Blood*® and enjoy them across a multitude of devices.”

“The NOOK is a dynamic tablet with a beautiful display and we are excited to provide content from Viacom's media networks on this enhanced portable, platform” said Denise Denson, Executive Vice President of Content Distribution and Marketing at Viacom. “This is another opportunity for our audiences to enjoy their favorite shows from across MTV, VH1, CMT, Logo, Comedy Central, Nickelodeon, TV Land, Spike and BET wherever they go.”

“NOOK Video provides customers a simple way to buy movies digitally and UltraViolet brings unmatched convenience and portability to those purchases, allowing consumers to access their digital collection from almost anywhere,” said Thomas Gewecke, President, Warner Bros. Digital Distribution. “With Barnes & Noble's in-store, online and digital promotions many consumers will learn how to maximize their entertainment using all the benefits UltraViolet provides.”

**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](http://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](http://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 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](http://www.barnesandnobleinc.com).

NOOK<sup>®</sup>, NOOK Tablet<sup>™</sup>, NOOK Simple Touch<sup>™</sup> with GlowLight<sup>™</sup>, NOOK Simple Touch<sup>™</sup>, NOOK Color<sup>™</sup>, Reader's Tablet<sup>™</sup>, Best-Text<sup>™</sup> Technology, VividView<sup>™</sup>, PagePerfect<sup>™</sup>, NOOK Store<sup>™</sup>, NOOK Bookstore<sup>™</sup>, NOOK Book<sup>™</sup>, NOOK Newsstand<sup>™</sup>, NOOK Magazine<sup>™</sup>, NOOK Newspaper<sup>™</sup>, NOOK Video<sup>™</sup>, NOOK Apps<sup>™</sup>, FREE NOOK Reading Apps<sup>™</sup>, NOOK Kids<sup>™</sup>, NOOK Digital Shop<sup>™</sup>, NOOK Cloud<sup>™</sup>, NOOK<sup>®</sup> for Web, Read In Store<sup>™</sup>, More In Store<sup>™</sup>, LendMe<sup>®</sup>, NOOK Books en español<sup>™</sup>, NOOK Study<sup>™</sup>, NOOK Library<sup>™</sup>, Lifetime Library<sup>™</sup> and Read What You Love. Anywhere You Like<sup>™</sup> 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<sup>®</sup> from Barnes & Noble**

Barnes & Noble's NOOK reading and entertainment products make it easy to read what you love, anywhere you like<sup>™</sup> with a fun, easy-to-use and immersive digital reading experience. With NOOK, customers gain access to Barnes & Noble's expansive NOOK Store<sup>™</sup> of millions of digital titles, and the ability to enjoy content across a wide array of popular devices through free NOOK Reading Apps<sup>™</sup> and NOOK Video apps, available at [www.nook.com/freenookapps](http://www.nook.com/freenookapps). Barnes & Noble offers NOOK owners Always Free NOOK Support in any of its nearly 700 bookstores. Find NOOK devices in Barnes & Noble stores and online at [www.nook.com](http://www.nook.com), as well as leading retailers including Best Buy, Walmart, Target and many others. NOOK products will also soon be available in the United Kingdom through [www.nook.co.uk](http://www.nook.co.uk) and leading retailers.

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