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Samsung and Barnes & Noble Introduce New Large Screen Samsung Galaxy Tab[®] 4 NOOK[®]

**First Full-Featured Android Tablet Optimized for Readers Now Available with
10.1-Inch Display to Enjoy NOOK[®]'s Expansive Content Collection**

**Biggest NOOK Ever Launches at a Special Introductory Price of \$299.99;
Includes More than \$200 in Free Popular NOOK Content**

New York, NY & Ridgefield Park, NJ – October 22, 2014 –Samsung Electronics America and NOOK Media, a subsidiary of **Barnes & Noble, Inc. (NYSE: BKS)**, today announced the introduction of the 10.1-inch Samsung Galaxy Tab 4 NOOK, a new large-screen version of the popular tablet that combines Samsung's leading technology and NOOK's extraordinary content and reading experience. This new big-screen co-branded tablet offers the best of both worlds: a full-featured Android tablet that's optimized for reading and entertainment. With tools for everyday use and an amazing collection of HD entertainment, customers can connect to the world when they need to, and escape when they want. The Samsung Galaxy Tab 4 NOOK 10.1-inch tablet is available starting today in more than 650 Barnes & Noble bookstores and online at www.bn.com and www.nook.com, launching at a special introductory price of \$299.99 and including more than \$200 in free content from the NOOK Store[®], including a new assortment of bestselling books, popular TV shows, top magazines and apps.

The new 10.1-inch Samsung Galaxy Tab 4 NOOK features the largest screen ever available on a NOOK. The new addition joins the recently launched 7-inch model to offer customers more choice for their reading and entertainment needs.

“With the launch of the new large screen Samsung Galaxy Tab 4 NOOK, we have a fantastic lineup of devices for our customers to choose from as we head into the holiday gifting season,” said Michael P. Huseby, Chief Executive Officer of Barnes & Noble, Inc. “Customers are telling us that they love the reading and entertainment experience on our new 7-inch Samsung NOOK and we're certain that the addition of the stunning 10-inch model, alongside our popular NOOK GlowLight[™] eReader, will ensure that there's a perfect device for everyone in the family at Barnes & Noble this holiday season and beyond.”

See More of What You Love on NOOK's Largest Ever Screen

The new device features Samsung's sleek, ultra-light premium tablet design and all of the hardware specs of the Samsung Galaxy Tab 4. The crisp, brilliant and beautiful 10.1-inch HD display makes it the perfect device to enjoy books, interactive children's books, magazines, games, movies, TV shows and videos, with long-lasting battery life to match. Weighing just

17.28 ounces and with a width of just 9.58 inches, the large screen Samsung Galaxy Tab 4 NOOK is designed to be comfortable to hold so consumers can easily read, watch or dive into any features or content, at home or on-the-go while still enjoying the 10.1-inch HD display.

“The Samsung Galaxy Tab 4 NOOK combines an award-winning reading experience with leading edge technology to offer consumers an immersive way to enjoy all types of content,” said Tim Baxter, President of Samsung Electronics America. “We are excited to offer both the 7- and 10.1-inch NOOKs by Samsung to customers through Barnes & Noble’s bookstores nationwide, just in time for the holidays.”

Tablet Tools for Everyday Life

The Samsung Galaxy Tab 4 NOOK is a high-performance tablet with all of the tools that customers need to stay entertained, connected and productive. For the first time ever, NOOK customers can enjoy one of their most requested tablet features on a large display: built-in 1.3-megapixel front- and 3-megapixel rear-facing cameras for photos and video chats. The Wi-Fi[®] enabled device has the full suite of Google applications featuring the Chrome web browser, as well as built-in GPS capabilities for location-based apps and more. With the Samsung Multi Window[™] innovation, customers can use more than one app simultaneously and share content between apps at the same time, like reading an email and finding a location on Google Maps. The 10.1-inch Samsung Galaxy Tab 4 NOOK also features 16GB of built in storage, in addition to the expandable memory that is available with both the 7- and 10.1-inch devices.

Get the Most Out of Reading and Entertainment

The Samsung Galaxy Tab 4 NOOK gives customers an extraordinary collection of digital content to explore from Barnes & Noble. The expansive NOOK Store’s reading and entertainment content offers:

- Over 3 million books including bestsellers, new releases, classics and enhanced titles with special content.
- An extensive offering of popular comic books and graphic novels, as well as picture-perfect art, photography, travel guides and cookbook titles.
- An expansive collection of best-loved children’s books – over 9,000 – including chapter books and a selection of picture books with a proprietary interactive experience.
- The NOOK Newsstand[®], with the largest digital collection of the top 100 bestselling U.S. magazines available for both digital subscriptions and single copy sale, and a vast collection of newspapers and magazines from around the world. Find reading tools like ArticleView[®] that lets the reader focus on the text customized to their needs, and the Visual Table of Contents that provides a quick scan of the entire issue allowing a reader to jump directly to any article or section.
- A large collection of NOOK Apps[™] featuring a wide range of uniquely curated titles for the whole family, including the hottest games, as well as lifestyle, productivity, news, entertainment and other apps.
- A wide NOOK Video[™] selection offering customers their favorite movies and TV shows from major studios and networks, available for purchase or rental.

Discovery couldn't be easier for all types of content with a bookstore-like browsing experience, Your NOOK, and unique cross-content features based upon customer interests and relevant topics. Hundreds of NOOK Channels™ support expert content curation based on interest and sensibility. This popular discovery feature is powered by Barnes & Noble's breakthrough recommendation system which combines its bookseller knowledge with advanced algorithmic technology.

Latest NOOK Software for an Even Better User Experience

Customers purchasing the 10.1-inch Samsung Galaxy Tab 4 NOOK will receive new NOOK software, which will roll out as an over-the-air update from the Google Play store starting on October 22. The update will enhance a customer's overall product experience with features including:

- New, cleaner visual design and user interface.
- Fuller, more immersive shopping experience to help customers find their next great read.
- New navigational tools that provide quick access between the shopping experience, the library of content, settings, the content currently being read and other key NOOK sections on the device.
- Support for both portrait and landscape mode throughout the NOOK experience, including shop and product pages.

The updated NOOK experience will roll out to the 7-inch Samsung Galaxy Tab 4 NOOK starting in November.

Free with Purchase: \$200 in Popular NOOK Content

Barnes & Noble will welcome all customers who purchase a new 7- or 10.1-inch Samsung Galaxy Tab 4 NOOK with a refreshed content pack featuring more than \$200 of free NOOK reading and entertainment content. Customers will receive four free bestselling eBooks including *And Then There Were None* by Agatha Christie, *Two of a Kind (Fool's Gold Series #12)* by Susan Mallery and *The Best American Series 2014: 12 Short Stories & Essays* by Houghton Mifflin Harcourt, as well as an episode each of three hit TV shows: *The Newsroom* and *Curb Your Enthusiasm* from HBO, as well as Disney's *The Octonauts*.

As part of the package, magazine lovers can also choose up to four 14-day free trial subscriptions from a selection of 15 popular magazines – including *Cosmopolitan*, *The New Yorker*, *Us Weekly*, *People* and more, and also receive the previous 12 issues of each title at no cost. Additionally, customers will receive a complimentary selection of top NOOK Apps including *Cut the Rope: Experiments*, *Concise Oxford English Dictionary with Audio* and *Just 2 Words*. A \$5 credit will also help customers get started as they explore the NOOK Store. More detail on the free NOOK content offer can be found at NOOK.com.

Barnes & Noble also offers great content through its Free Friday™ program, offering a NOOK Book®, NOOK Video or NOOK App at no cost each week. Visit NOOK.com or the NOOK Store on a NOOK to learn more.

Easy-to-Use and Customizable

Intuitive and user friendly, the Samsung Galaxy Tab 4 NOOK enables users easy access to recent and favorite content and to discover new interests across all content types in one place. Current NOOK customers who upgrade and sign in will find their existing library of NOOK content loaded and ready to enjoy.

Right from the fully integrated home screen, users can get customized recommendations, access the NOOK Store or browse the web. With customizable NOOK Profiles, every member of the family can create their own immersive reading experience, curated and tailored to their individual interest and reading preferences.

Availability and In-Store Support

The ad-free Samsung Galaxy Tab 4 NOOK 10.1-inch model is available immediately in black and is launching at a special introductory price of \$299.99 at Barnes & Noble bookstores nationwide and online at www.bn.com and www.nook.com. The 7-inch model is also available for \$169.99 after a \$30 instant rebate in black or white. Customers can personalize their new devices with a number of NOOK-designed accessories including covers, sleeves, an anti-glare screen and more.

Experience the new Samsung Galaxy Tab 4 NOOK, alongside the popular NOOK GlowLight eReader, in a local Barnes & Noble store and learn more from one of the company's expert booksellers. In store, NOOK customers receive complimentary, personal NOOK support with no appointment needed. While in-store, customers can also receive suggestions on what to read next, access free Wi-Fi, and enjoy the popular Read In Store program, which allows guests to read any book free for up to one hour per day, just like browsing the physical shelves. Customers can also take advantage of a full calendar of popular NOOK events, including NOOK Night workshops, family Storytimes, book discussion groups and author signings.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS) is a Fortune 500 company, the nation's largest retail bookseller and the leading retailer of content, digital media and educational products. The Company operates 658 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 705 bookstores serving over five million students and faculty members at colleges and universities across the United States. General information on Barnes & Noble, Inc. can be obtained by visiting the Company's corporate website: www.barnesandnobleinc.com.

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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 in the US and 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, as well as leading retailers including Best Buy, Walmart, Target and many others. 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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About Samsung Electronics America

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America's fastest growing home appliance brand. To discover more, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion.

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