

FOR IMMEDIATE RELEASE

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Barnes & Noble Offers Incredible Savings on Award-Winning NOOK® Devices with One-Year NOOK Subscription to *The New York Times*

**Purchase a One-Year subscription to *The New York Times* NOOK Edition
and Receive a NOOK Simple Touch™ at No Cost or NOOK Color™ for Just \$99**

**Available for a Limited Time Only at Barnes & Noble Bookstores, nook.com,
and This Week at *The Times*' CES Exhibit**

New York, New York – January 9, 2012 – Barnes & Noble, Inc. (NYSE: BKS), the leading retailer of content, digital media and educational products, today announced that customers who purchase a one-year NOOK subscription to *The New York Times* will receive a top-rated NOOK Simple Touch at no cost or the award-winning NOOK Color for just \$99. Barnes & Noble customers can take advantage of this special promotion available at one of Barnes & Noble's more than 700 bookstores and online at www.nook.com/nyt through March 9, 2012.

"We are excited to work with *The New York Times* to present this unique offer that, for the first time ever, gives readers a chance to get a one-year subscription to our top-selling digital newspaper with an award-winning NOOK Simple Touch at no cost, or a NOOK Color at a \$100 savings," said Jonathan Shar, vice president and general manager of digital newsstand at Barnes & Noble. "Our customers love to have their newspaper automatically delivered to their NOOK device each morning, ready to read anytime and anywhere."

Through this limited-time offer, customers will have access to the NOOK edition of *The New York Times*, plus all their favorite content on the go, through Barnes & Noble's critically acclaimed devices. In addition to automatically delivering *The Times* directly to the customers' NOOK device each day, NOOK subscribers will also receive unlimited access to *The Times*' award-winning website, NYTimes.com, including regular news updates, opinions, blogs, video, interactive graphics and more. The NOOK subscription to *The New York Times* is \$19.99 per month for full digital access on NOOK and NYTimes.com.

Yasmin Namini, senior vice president, marketing and circulation and general manager, reader applications, The New York Times Media Group, said, "We are delighted to be working with Barnes & Noble on this great offer, which we believe will expand the number of our loyal

NOOK readers. We continue to design our digital subscription offerings to provide access to our high-quality journalism across a variety of platforms.”

Signing up in-store and online is quick and easy, and customers can immediately enjoy their subscription on their new NOOK device. This week only, attendees at the 2012 International Consumer Electronics Show in Las Vegas can also take advantage of this exciting offer at *The New York Times* Booth 35644 in the South Hall of the Las Vegas Convention Center to immediately receive their NOOK Simple Touch at no cost or \$99 NOOK Color and begin enjoying the digital version of the *The Times*’ coverage of this important show and so much more.

NOOK devices are the perfect choice for anyone who wants access to their favorite reads anywhere they go. Customers seeking a simple, easy-to-use, dedicated reading experience will love NOOK Simple Touch – an ultra-light, portable 6-inch eReader with the most-advanced E Ink® Pearl display and the longest battery life of any eReader. With a simple tap, it’s intuitive and easy to navigate, shop and read. NOOK Simple Touch is also ad-free, so the reader can focus on the content and even customize their screensaver with personal photos.

The award-winning NOOK Color features a stunning 7-inch VividView™ Color touchscreen ideal for reading a wide variety of content including books, enhanced books, immersive children’s picture books, an expansive collection of interactive magazines, newspapers and more. The best tablet value on the market, NOOK Color also offers the most-requested tablet features, including high-quality NOOK Apps™, built-in e-mail, and an enhanced web experience. NOOK Color was recently updated with more than 100 enhancements and access to top entertainment services. With all NOOK products, customers can shop Barnes & Noble’s expansive NOOK Store™ of more than two million digital titles, and the ability to enjoy content across a wide array of popular devices.

See www.nook.com/nyt for the full terms & conditions of this exciting offer.

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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/nookBN.

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General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company's corporate website: www.barnesandnobleinc.com.

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