

FOR IMMEDIATE RELEASE

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Barnes & Noble Offers Top Selling NOOK Tablet™ for Just \$199 with Purchase of One-Year NOOK® Subscription to PEOPLE

**Amazing Bundle Available for a Limited Time Only
at Barnes & Noble Bookstores and nook.com**

New York, New York – January 9, 2012 – Barnes & Noble, Inc. (NYSE: BKS), the leading retailer of content, digital media and educational products, today announced an exclusive offer to get the NOOK Tablet for the incredibly low price of \$199 with purchase of a one-year NOOK subscription to PEOPLE. Through this limited-time offer, customers can tap into the latest celebrity news, trends, and human-interest stories anytime, anywhere on Barnes & Noble's fastest, lightest tablet for \$50 less than the device's regular retail price. The ultimate package for news, culture and entertainment buffs, the interactive digital edition of PEOPLE is specially optimized for the device's stunning 7-inch VividView™ display and packed with lots of engaging bonus content. This special offer is available at Barnes & Noble's more than 700 bookstores and online at www.nook.com/people through March 9, 2012.

"Consistently among our bestselling NOOK Newsstand™ titles, customers love reading PEOPLE on NOOK and exploring all of the magazine's exciting interactive features. We are pleased to announce this fantastic deal for a full-year of leading entertainment news on our fastest, lightest NOOK Tablet for only \$199," said Jonathan Shar, vice president and general manager of digital newsstand at Barnes & Noble. "We're continuing to make it easier than ever for customers to get more out of their NOOK device and are excited to offer our most popular content and leading devices at an amazing value."

"This promotion is a great opportunity for new subscribers to experience PEOPLE whenever they want, wherever they want," said Steve Sachs, EVP of Consumer Marketing at Time Inc. "Customers have told us how engaging they find PEOPLE and this edition is designed specifically for Barnes & Noble's NOOK."

By accessing this exclusive offer, customers can enjoy the digital version of PEOPLE each week delivered to the device the morning it's released, plus great bonus content, including double the number of Star Tracks pics, and tablet-only, celebrity photo galleries throughout the issue; exclusive, behind-the-scenes star videos; movie trailers, TV previews, song samples and other entertainment extras; and instant breaking news updates on top stories throughout the week. All of this exciting content and more is available through the PEOPLE digital subscription for only

\$9.99 per month. Signing up for this limited time special offer is quick and easy at Barnes & Noble stores or online at nook.com/people.

Perfect for customers who love to consume a variety of content on demand, NOOK Tablet features the world's most advanced 7-inch VividView color touchscreen for enjoying the best in entertainment – from popular movies and TV shows to music and more. With all NOOK products, customers can shop Barnes & Noble's expansive NOOK Store™ of more than two million digital titles, including color and interactive books, magazines, children's books and high-quality apps. In addition, Barnes & Noble offers always free in-store NOOK support for consumers to learn how to use their new device and even troubleshoot any issues face-to-face with friendly neighborhood NOOKsellers.

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. The new 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 (\$249). Both NOOK Tablet and the award-winning NOOK Color™ (\$199) feature a stunning 7-inch VividView™ Color Touchscreen to read all of the content you love, shop popular apps, connect via email, browse the Web and more. The NOOK Simple Touch™ (\$99), is the fastest, easiest to use reader with the world's best reading screen and the longest battery life. Barnes & Noble offers NOOK owners Always Free NOOK Support in any of its more than 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.BN.com, as well as at Best Buy, Walmart, Staples, Target, Radio Shack, Books-A-Million, OfficeMax, Fred Meyer, P.C. Richard & Son stores, Fry's Electronics and Systemax Inc. retailers.

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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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