

BARNES & NOBLE

BOOKSELLERS

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

Laura Russo
Media Relations
Fleishman-Hillard
(212) 453-2048
laura.russo@fleishman.com

MEDIA ALERT: Barnes & Noble will conduct a **teleconference, Wednesday, October 21, at 9:30 A.M. Eastern Time.** William J. Lynch, President of Barnes & Noble.com (BN.com), will provide a short overview of the announcement and answer questions from the media on a first-serve basis. This audio-only call is open to all media and will be available via Webcast at www.barnesandnobleinc.com/webcasts. Dial-in number is 877-879-6203, passcode 6395456. Dial-in for international callers is 719-325-4753.

Barnes & Noble Introduces nook™, its Wireless eBook Reader with E Ink® Display & First Color Touch Screen for Navigation

First Device to Allow Readers to Lend eBooks

**Most-Connected eBook Reader Offers Free 3G Wireless and Wi-Fi Access to Over One Million eBooks, Newspapers and Magazines;
Wi-Fi Enables Free In-Store Browsing of Complete eBooks**

**“Reading Now” Technology Provides Seamless Access to Content:
Forget your nook? Pick up where you left off on your iPhone, PC or Mac**

**Taking Pre-Orders now for \$259 at nook.com and in Barnes & Noble Stores;
Device will be Available end of November**

New York, New York – October 20, 2009 – Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, announced today the launch of nook, the Barnes & Noble eBook reader, which marries innovative technology and sleek minimalist design with access to the company’s digital store of over one million eBooks, newspapers and magazines.

nook features many industry firsts as it is the first Android™-based eBook reader and the first to offer a color touch screen for navigation along with a best-in-class E Ink display for an immersive, enjoyable e-reading experience. For fast connectivity, nook is the first eBook reader to provide, at no additional costs to customers, both 3G wireless access on AT&T’s mobile broadband network and access to Wi-Fi for Barnes & Noble in-store browsing and enjoyment. And to help friends share their joy of reading, nook is the first eBook reader to offer digital lending for a wide selection of eBooks.

“We asked our customers what they wanted in an eBook reader, and specifically designed nook to be the most full-featured, fun, stylish and easy-to-use eBook reader on the market,” said William J. Lynch, President of Barnes & Noble.com. “With our nationwide footprint, Barnes & Noble customers can see, touch and hold nook. Our 40,000 booksellers are ready to help customers discover how easy it is to download and read eBooks on nook, and what a pleasure it is to have access to their favorite eBooks, magazines and newspapers any time and anywhere.”

nook: The Device

The centerpiece of Barnes & Noble’s strategy to deliver any book, any time, anywhere, nook was created expressly with the reader in mind, with features and functionality to create an immersive, seamless and fun experience:

- **A Gripping Read, by Design**
nook’s sleek, minimalist design puts the focus on the content, not the technology, and the combination of color and touch make navigation intuitive and simple. nook feels great in hand and features a contoured, easy-to-hold back. About the size and weight of a paperback book, nook is thin, small and portable. Its best-in-class E Ink Vizplex™ display is easy on the eyes with text as clear and crisp as a printed book. And with no glare or backlight and adjustable text size, you can read comfortably for hours without straining your eyes.
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The beautiful lower color touch screen offers an immersive experience, inviting you to virtually browse through brilliant cover art, flip through an expansive library, or search using a virtual keyboard. nook presents the controls, navigation and keyboard you need, only when you need them.
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- **Free Complete eBook Browsing**

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Availability

nook, the Barnes & Noble eBook reader, will be available end of November for \$259.00. Barnes & Noble is taking pre-orders now at www.nook.com and in stores starting tomorrow. In celebration of nook's launch, Barnes & Noble will also offer a free eBook of Malcolm Gladwell's widely acclaimed best-seller, "The Tipping Point," for the first 10,000 customers to pre-order nook.

To learn more and experience nook, visit www.nook.com. Follow our eBooks and other updates on www.bn.com/twitter. To learn more about the free Barnes & Noble eReader software and Barnes & Noble eBookstore apps, visit www.barnesandnoble.com/ebooks.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS), a Fortune 500 company, is the world's largest bookseller and the nation's highest rated bookselling brand. The company's operations comprise of retail bookselling, college bookstore management, online retailing and book publishing. As of October 2009 the company operates 774 retail bookstores in regional shopping malls, major strip centers and freestanding locations in 50 states and 624 college bookstores serving nearly 4 million students and over 250,000 faculty on college & university campuses in 50 states. Barnes & Noble conducts its online business through its web site Barnes & Noble.com, which offers direct home delivery of millions of books, music cd's and DVD's. The company sells eBooks and digital content from its web site and from a wide range of platforms, including the iPhone, iPod touch and select BlackBerry® and Motorola smartphones. Through its Sterling Publishing subsidiary, the company publishes over 500 titles annually, under a variety of imprints including Sterling, Sterling Children's Books and Barnes & Noble Classics.

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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SAFE HARBOR

This press release contains “forward-looking statements.” Barnes & Noble is including this statement for the express purpose of availing itself of the protections of the safe harbor provided by the Private Securities Litigation Reform Act of 1995 with respect to all such forward-looking statements. These forward-looking statements are based on currently available information and represent the beliefs of the management of the company. These statements are subject to risks and uncertainties that could cause actual results to differ materially. These risks include, but are not limited to, general economic and market conditions, decreased consumer demand for the company’s products, possible disruptions in the company’s computer or telephone systems, possible risks associated with data privacy and information security, possible work stoppages or increases in labor costs, possible increases in shipping rates or interruptions in shipping service, effects of competition, possible disruptions or delays in the opening of new stores or the inability to obtain suitable sites for new stores, higher than anticipated store closing or relocation costs, higher interest rates, the performance of the company’s online and other initiatives, the performance and successful integration of acquired businesses, the success of the company’s strategic investments, unanticipated increases in merchandise or occupancy costs, unanticipated adverse litigation results or effects, the results or effects of any governmental review of the company’s stock option practices, product shortages, and other factors which may be outside of the company’s control. Please refer to the company’s annual, quarterly and periodic reports on file with the SEC for a more detailed discussion of these and other risks that could cause results to differ materially.

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