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**NOOK[®] Celebrates Partnership with London Evening Standard and
Beanstalk in the “Get London Reading” Initiative By Making Reading More
Affordable Across the UK**

**NOOK[®] Simple Touch eReaders Are Now Available for £29
For a Limited Time Only**

**NOOK to Donate 1,000 eReaders to National Literacy Charity “Beanstalk”
For Use in Schools**

**NOOK Offers Its Entire Award-Winning Line of eReaders and Tablets at New Low Prices
Across the UK for a Limited Time to Celebrate the Launch of “Get London Reading”**

LONDON – April 30, 2013 –NOOK Media LLC, a subsidiary of **Barnes & Noble, Inc.** (NYSE: **BKS**), the world’s largest bookseller and leading retailer of content, digital media and educational products, announced today its support of the successful literacy initiative, “Get London Reading,” while making reading more affordable across the UK by offering the award-winning NOOK Simple Touch eReader at a new low price of just £29 for a limited time only.

As part of this partnership, NOOK, the award-winning eReader brand, will donate 1,000 of its NOOK Simple Touch eReaders to Beanstalk, a national literacy charity that recruits, vets, trains and supports volunteers in schools. Beanstalk literacy volunteers will use NOOKs to increase the access to digital books in key schools with high levels of illiteracy.

“Literacy is at the heart of everything we do,” said Jim Hilt, Managing Director, Barnes & Noble. “We have a passion for everyone to experience digital reading affordably, anytime and anywhere. It was a perfect fit when we had the opportunity to partner on the ‘Get London Reading’ campaign. We hope to further enrich the minds of readers of all ages across the UK and give them affordable access to the books they love.”

As part of its involvement in the Get London Reading programme, NOOK is offering its eReaders and tablets at special value prices for a limited time only.

NOOK eReaders:

- The NOOK Simple Touch is now £29, down from £79, making it the most affordable and highest quality eReader on the market.
- The NOOK[®] Simple Touch GlowLight is just £69, down from £109.

NOOK Tablets:

- NOOK[®] HD now starts at £129 for the 7-inch tablet, down from £159
- NOOK[®] HD+ now starts at £179 for the 9-inch tablet, down from £229

The NOOK Simple Touch, GlowLight, HD and HD+ devices are available throughout major UK retailers including Argos, ASDA, Blackwell's, Foyles, Currys and PC World, John Lewis, Sainsbury's and Very, as well as NOOK.co.uk.

For further information on "Get London Reading," the Beanstalk charity and NOOK, please visit NOOK.co.uk/GetReading.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE:BKS) is a Fortune 500 company and the leading retailer of content, digital media and educational products. The company operates 677 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 678 bookstores serving over 4.6 million students and faculty members at colleges and universities across the United States. 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.

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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, 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[™] and NOOK Video apps, available at www.nook.com/freenookapps. NOOK owners receive Always Free NOOK Support in any of Barnes & Noble's nearly 700 bookstores. 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 through www.nook.co.uk and leading retailers.

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