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NOOK[®] Celebrates Partnership with London Evening Standard with the Upcoming *Get Reading* Festival by Making Reading Even More Affordable Across the UK

NOOK[®] HD Tablet Now Available Starting at Just £99, NOOK[®] HD+ Tablet Now Starts at £149, for a Limited Time Only

NOOK-Sponsored *Get Reading* Festival on the 13th of July in Trafalgar Square to Feature Famous Authors and Celebrity Storytellers in a Free One-Day Read-a-thon

LONDON – July 3, 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 that in celebration of the upcoming *Get Reading* festival and to promote literacy across the UK, the award-winning NOOK HD and NOOK HD+ tablets will be available at new low prices. For a limited time only, the 7-inch NOOK HD will start at just £99 (8GB) and £129 (16GB), while the 9-inch NOOK HD+ tablet is available starting at £149 (16GB) and £179 (32GB), both online at NOOK.co.uk and at leading retailers across the UK.

NOOK HD and NOOK HD+ are the perfect tablets for UK families, offering the best in reading and entertainment with access to one of the world's largest digital reading catalogs featuring more than 2.5 million books in the NOOK Store[™], including more than 1 million free titles. These innovative and family-friendly tablets now also come with Google Play, offering the best in apps and games, millions of songs, thousands of movies and TV shows and much more.

“To celebrate the free *Get Reading* festival and to help make digital reading more affordable across the UK, we have reduced prices on our award-winning NOOK HD and NOOK HD+ tablets for a limited time,” said Jim Hilt, Managing Director, Barnes & Noble S.à r.l. “We are committed to promoting the cause of literacy and we hope that families from all over the UK come to the *Get Reading* festival on 13th of July for a fantastic day of events featuring some top authors and celebrities.”

The goal of the *Get Reading* campaign, a partnership between the *London Evening Standard* and NOOK, is to help struggling readers catch up with their peers and maximise the opportunities that reading brings. The campaign works closely with the Beanstalk literacy charity to help fund the training of reading helpers who go into schools each week to help children with their reading.

As part of its support of the campaign, NOOK donated 1,000 award-winning NOOK® Simple Touch eReaders to Beanstalk, all fully-loaded with top children's books generously donated by leading UK publishers.

The campaign culminates with a free reading festival in London's Trafalgar Square on the 13th of July. The festival will feature TV favourite Peppa Pig, Children's Laureate Malorie Blackman, bestselling author Kathy Acker and actor Russell Tovey, alongside hip-hop Shakespeare star Akala, children's author Paul Stewart, children's illustrator Chris Riddle and comedy double act Dick and Dom, plus many more celebrities from the world of theatre, literature and film. In addition, NOOK will have a tent at the *Get Reading* festival to help families experience all that NOOK has to offer, along with fun activities, giveaways and appearances by favorite authors and characters.

For further information on *Get Reading*, the Beanstalk charity and NOOK, please visit NOOK.co.uk/GetReading. NOOK HD, NOOK HD+ and NOOK® Simple Touch GlowLight are available at 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.

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 675 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 686 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 Associated 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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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 2.5 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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