



Award-winning actress Cush Jumbo kicks off NOOK®'s Multi-Platform Partnership with ESI Media

Cush Jumbo read to primary school children at a school close to her hometown on Friday 19th
September

Partnership to build on success of last year's *Get London Reading* initiative

LONDON – 23rd September, 2014, ESI Media and NOOK Media, LLC, a subsidiary of Barnes & Noble, Inc. (NYSE: BKS) officially launched the second phase of their campaign partnership to *Get London Reading* this Friday, when actress Cush Jumbo read to children at Deptford Primary School. Building on the success of last year's initiative, the multi-platform partnership announced last week is designed to address low literacy rates in London schools, while highlighting NOOK's commitment to making reading more accessible and affordable across the UK.

Cush Jumbo read an extract from Roald Dahl's *The Twits* at Deptford Park Primary School, using the critically acclaimed new NOOK GlowLight™ eReader. Winner of the Burberry Emerging Talent Award at the Evening Standard Theatre Awards 2013, Cush is about to star with Hugh Jackman in the Broadway transfer of the Royal Court's play *The River*, and is thrilled to be sharing her love of good stories.

Cush's reading is the first in a series that will see stars from the big stage, along with London Evening Standard's owner Evgeny Lebedev, visit schools to promote NOOK's on-going support for the *Get London Reading* campaign. It follows the success of last year's partnership for the pioneering campaign to champion literacy amongst children, which included a read-a-thon take-over of Trafalgar Square that saw a number of West End shows such as *War Horse*, *Billy Elliot* and *Matilda* perform in front of a mesmerised audience of around 20,000 people.

This year's activity will help highlight the importance of reading in creating the next generation of theatrical talent, from actors such as Cush, all the way through to playwrights. The joint campaign will include a free eBook offer and other special co-branded promotions, alongside display advertising campaigns across the Evening Standard's print and digital platforms (for more information, visit www.nook.co.uk/getreading). NOOK will also sponsor the Best Play Award at the prestigious and star-studded Evening Standard Theatre Awards, to be held on 30th November, which celebrates its diamond anniversary this year.

Cush Jumbo, actress, said: "I am so pleased to support the fantastic work of the Evening Standard's *Get London Reading* campaign. As well as raising child literacy levels, I am certain it will also help develop the next generation of playwrights and theatre lovers. Good stories are at the foundation of my

creativity and it's just so brilliant for me to play a part in passing on the sheer joy of reading to kids right here in my home town.”

Jo Aves, Head of Strategic Partnerships, ESI Media, said: “We’re delighted to partner with NOOK again after such a successful campaign last year. The strength and depth of our multi-platform proposition means we’ve been able to build upon last year’s campaign in new and innovative ways, extending NOOK’s messaging and the momentum of the campaign.”

Colin Eustace, General Manager, Barnes & Noble S.à.r.l, said: “As the NOOK brand grows in the UK, it is important that we continue our commitment to help promote the cause of literacy among children, and our latest partnership with the London Evening Standard is an important part of that commitment. Instilling a love of reading in children opens up new opportunities for them and will help inspire the next generation of theatrical talent in this country. By centering this campaign around the theatre and bringing West End talent to London schools, we’re excited to help inspire as many children as possible to become lifelong readers.”

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About ESI Media

ESI Media is the commercial department of the London Evening Standard, The Independent, *i* and London Live. Led by Jon O’Donnell, group commercial director, ESI Media offers commercial deals across all titles and all platforms.

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 658 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 705 bookstores serving over five million students and faculty members at colleges and universities across the United States.

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

About NOOK Media LLC

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