

Fact Sheet

NOOK Store™ – Millions* of digital titles from the world's largest bookseller

In the expansive NOOK Store, customers can browse one of the world's largest digital bookstores featuring millions* of books as well as periodicals, catalogs**, videos and a robust selection of high-quality apps optimized for NOOK® tablets' stunning 7- and 9-inch displays. Choose from one of the largest digital collections of magazines and newspapers, available for digital subscriptions and single copy sale, thousands of best-loved children's interactive picture books, and a vast array of full-color comics and graphic novels. Avid readers can sample NOOK Books™ for free, download content lightning-fast, and swap books with friends through innovative LendMe® technology. Explore an extensive and diverse collection of standard and high-definition digital movies and TV shows available for purchase or rental through the new NOOK Video™ catalog (expected to be available for Holiday 2012 in UK).

In addition to NOOK® tablets and Readers, Barnes & Noble gives customers the flexibility to Read What You Love, Anywhere You Like™ on a multitude of computing and mobile devices that support free NOOK Reading and NOOK Video apps. Purchased content is always safe and secure through the free NOOK® Cloud, making it easy for customers to access digital books, magazines, movies, TV shows and more wherever they go. Using NOOK Sync™ technology, NOOK Reading and NOOK Video apps automatically sync a customer's library, including the exact time a movie or TV show was paused, last page read, bookmarks, notes and highlights across all of their devices. Start a book, movie or TV show on a NOOK device and seamlessly dive back in on a supported device to keep reading and watching virtually anytime, anywhere – all without losing the page or missing even a second of the movie.

A Massive Digital Catalog

With its diverse, ever-expanding digital catalog, the NOOK Store offers millions* of books as well as periodicals, comic books, children's books and a large selection of apps, with TV shows and movies, all in a single search. With the click of a button, customers can sample books and apps for free and buy and download titles usually in ten seconds or less. From new releases to timeless classics, Barnes & Noble provides content from its NOOK Store in ePub format, the most widely used digital publishing standard.

- **NOOK Books™**: Customers can discover millions* of digital books, including bestsellers, new releases, the best titles for teens and young adults, classics, backlist gems and more, plus a collection of interactive NOOK Books featuring in-page video providing step-by-step instructions for cooking, fitness and beauty, as well as deeper insight into stories from the authors. PagePerfect™ NOOK Books feature picture-perfect art, photography, crafts, travel guides and cookbook titles rendered with rich precision to retain all the beauty of their stunning print versions. Find a large collection of titles from independent publishers and self-publishing authors through the PubIt™ program. Customers can browse books in more than 50 categories or find their next great read by exploring great, personalized recommendations.
- **NOOK Newsstand™**: Customers can shop hundreds of newspapers and full-color interactive magazines in digital form, delivered directly to devices to enjoy as soon as they become available. With an industry-leading digital magazine experience, NOOK offers the largest digital collection of top 100 bestselling US magazines available for both digital subscriptions and single copy sale, and an expansive collection of favorite titles covering lifestyle, home, fashion and beauty, travel, parenting, health, food, celebrities, business, general news and more. Innovative ArticleView™ lets the reader focus on only the text, customized to their needs. NOOK HD and NOOK HD+ customers can discover an even more engaging magazine experience, with features such as super-fast, 3D-like page turns, a visual table of contents with layout thumbnails for easy navigation, and built-in hot spots so readers can jump to specific articles and delve deeper on a subject or story through audio, video and

Web linking. With NOOK Scrapbook™, customers can virtually rip and save pages in a personalized collection along with other chosen pages saved from magazines and catalogs**.

- **NOOK Catalog™**: Available now for NOOK HD and NOOK HD+ customers in the US, NOOK Catalog delivers interactive and convenient browsing and automates the shopping experience with top catalogs** in gorgeous, vibrant color from leading retailers this holiday. Customers simply tap on a product of interest in NOOK Catalog to access more information from the retailer's website or make a purchase. NOOK HD and NOOK HD+ customers can use the new NOOK Scrapbook feature to virtually save their favorite products and pages.
- **NOOK Comics™**: Featuring exciting graphics that virtually jump off the page, Barnes & Noble offers a vast and growing collection of full-color comics, graphic novels and kids' comics in stunning high resolution. Readers can pinch and zoom to dive into the tiniest details of the action or experience favorite superheroes and characters using Zoom View, which puts the focus on individual panels for an even more immersive reading experience. NOOK Comics features a wide collection of titles from top publishers, including IDW, Dark Horse and more.
- **NOOK Kids™**: Barnes & Noble offers the world's largest collection of nearly 3,500*** interactive English-language children's picture books and thousands of children's chapter books. With Read and Record™, parents and grandparents can use NOOK HD, NOOK HD+ and NOOK Tablet's built-in microphone to record and save their reading of any interactive children's picture book, so children can listen to their favorite storytellers anytime. Through exclusive AliveTouch™ technology, children can interact with words and pictures, easily find a favorite story, and even have many books read aloud to them by professional narrators. Customers can also access a vast collection of Read and Play™ books that bring animation, engaging activities and stories together. Learn more at www.nookkids.com.
- **NOOK Apps™**: With a rapidly growing catalog assortment that features all the top bestselling app titles available anywhere, Barnes & Noble offers a robust collection of top-rated, high quality NOOK Apps from leading third-party developers and content providers that are specifically optimized to take advantage of stunning high resolution 7- and 9-inch color displays on NOOK devices. Customers can shop a broad range of popular titles for the whole family, including the hottest games, as well as lifestyle, productivity, news, entertainment and reading apps, and even try apps for free. An extensive collection of educational apps let children sharpen their learning skills with activities focused on language, math, reading, writing, science, art and more, providing families with hours of playful learning and fun.
- **NOOK Video**: Premiering in the US and coming to the UK for Holiday 2012, NOOK Video offers an extensive digital collection of favorite standard and high-definition movies and TV shows from leading studios available for both purchase and rental. The diverse NOOK Video catalog features popular TV shows and top movies providing hours of entertainment for all ages and interests. Watch new releases and beloved classics come to life in spectacular color and stunning definition on NOOK HD and NOOK HD+, or enjoy anywhere on TVs and computing devices with free NOOK Video apps. Like free NOOK Reading Apps, all-new NOOK Video apps automatically sync so customers can pick up watching right where they left off.

Best Way to Shop & Discover Content

Like a great bookshop, the NOOK Store allows customers to easily browse by department or find what to read, watch and play next by exploring NOOK Channels™, a pioneering recommendation system that combines the knowledge of Barnes & Noble's booksellers with advanced algorithmic technology to

create an unparalleled, curated discovery experience targeted specifically to each individual's interests and sensibilities. Generating a rich stream of content that includes everything from the latest book, movie, TV show and app releases as well as backlist gems and offbeat treasures, customers can browse and shop Channels that will expand their passions for the authors, characters and subjects they love. Even the most insatiable reading and entertainment lovers will find fresh content and dynamic personalized recommendations. The NOOK Store also provides hundreds of thousands of helpful editorial and customer reviews. Customers can use a credit or debit card, Barnes & Noble or NOOK gift card for purchases.

Access Reading & Entertainment Anywhere

Customers can shop and access Barnes & Noble's NOOK Store in a variety of ways, including online, on dedicated NOOK tablets and Readers, computers, tablets, smartphones and other mobile devices.

- ***On the Web:*** The NOOK Store lets customers search, browse, sample, download and enjoy a vast catalog of reading and entertainment content at their fingertips. Lifetime Library™ ensures customers' digital purchases will be accessible online, even if a customer loses a device. Through NOOK for Web (www.nook.com/NOOKforWeb), anyone who loves reading can instantly enjoy free samples of the majority of NOOK Books, right from any computer or iOS tablet browser (with support coming soon for other tablets and smartphones) – no sign-in, software download or NOOK account required to begin reading (NOOK for Web will be available in the UK in autumn 2012).
- ***On a tablet or dedicated Reader:*** Customers can enjoy their NOOK collection of books, magazines and newspapers on NOOK tablet devices and Readers and other partner and third-party devices. Based on Barnes & Noble's open platform and Adobe® technology partnership, customers can transfer and read personal files that utilize Adobe's latest digital rights management or are rights-free.
- ***On a multitude of computing and mobile devices:*** Free NOOK Reading apps allow customers to take their digital library anywhere they go with their iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, PC and Web, and coming soon, Windows 8 devices. (Apps for iOS and Android will be available in the UK in autumn 2012, with more to be added in 2013). NOOK Video apps give US customers the option of viewing their TV shows and movies on a multitude of computing and mobile devices. Barnes & Noble regularly updates its software to add new features and functionality (Learn more and download free NOOK Reading and NOOK Video apps at www.nook.com/freenookapps).

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* Over 3million in the US, over 2.5 million titles available to UK customers (www.nook.co.uk)

** Available in the US
*** Count specific to US catalog

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