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**Barnes & Noble Tempe Marketplace to Host Discovery Friday on
November 22**

First-Ever Celebration Includes Special Activities, Games and Giveaways

Enter for a Chance to Win a \$1,000 Barnes & Noble Shopping Spree

New York, New York – November 11, 2013 –Barnes & Noble, Inc. (NYSE: BKS), one of the world’s largest booksellers and the leading retailer of content, digital media and educational products, today announced the Barnes & Noble store in Tempe Marketplace will host Discovery Friday on November 22, an all-day event created to serve as the official launch of the holiday shopping season and help customers experience the thrill of discovering the perfect gifts for friends and family.

On Discovery Friday, which falls exactly one week before Black Friday, Barnes & Noble Tempe Marketplace will host fun and festive games, activities and giveaways, storytimes at 10am, 2pm, 7pm, a special Cat in the Hat appearance, comic illustration classes, balloon animals, facepainting and more. Customers can also enter for a chance to win a \$1,000 Barnes & Noble shopping spree, with five lucky winners to be chosen from across the country.

“Barnes & Noble offers the ultimate holiday shopping experience for customers who enjoy the art of discovery and personalized service and recommendations from our knowledgeable booksellers,” said Melissa Stevens, store manager. “Discovery Friday celebrates our customers by bringing the spirit of fun and discovery to their holiday shopping experience and offering them an incredible lineup of events and activities. We can’t wait for shoppers to discover what we’ll have in store on November 22.”

In addition to the vast array of local activities, Discovery Friday will also feature great values to help customers get a jump on their holiday shopping. Special one-day NOOK® offers and Discovery Friday deals will be available in-store on November 22, and Barnes & Noble’s thousands of knowledgeable booksellers will be on the front lines to offer shoppers complimentary gift advice and personalized picks for even the most difficult to buy for recipients on their holiday lists.

Discover Local In-Store Entertainment for the Whole Family

With something for all ages to enjoy, Discovery Friday brings holiday festivities to Barnes & Noble Tempe Marketplace with a fantastic lineup of Storytimes, family games and other engaging activities and competitions. Special highlights include:

- Comic book illustration classes, balloon animals, facepainting, a special Cat in the Hat appearance
- *Duck Dynasty* cut-out beards photo station and giveaway
- Holiday-themed Storytimes featuring much-loved favorites at the following times:
 - 10 a.m. *If You Give a Mouse a Cookie*
 - 2 p.m. *The Day the Crayons Quit*
 - 7 p.m. *The Elf on the Shelf: A Christmas Tradition*
- Family-friendly games, including Lego Chima CHI Battles racing tournament and a Moleskine-sponsored “Every Reader is a Writer” activity
- Barnes & Noble Café games and puzzles available to play, featuring Scrabble, Rummy, Spades and many more. Customers will also receive a collectible toy with a Café purchase while supplies last.
- Activities for kids and teens featuring top books like *The Heroes of Olympus* series, *Divergent* series, *The Fault in Our Stars* *The Fifth Wave* and SparkNotes’ popular *No Fear Shakespeare* series

Visit www.bn.com/DiscoveryFriday to learn more and discover all the exciting activities and special guests that will be available at Barnes & Noble Tempe Marketplace and other locations nationwide on November 22.

FREE Gifts & Exclusive Content from Favorite Characters and Leading Partners

Available only on Discovery Friday, Barnes & Noble shoppers will discover a number of free gifts that feature the season’s hottest entertainment and pop culture, favorite characters, beloved authors and more. Special giveaways include:

- *Catching Fire (Hunger Games Series #2)* temporary tattoos
- *Harry Potter* commemorative posters featuring 15th Anniversary edition cover art
- *The Heroes of Olympus* series and *Divergent* series posters and other collectible items
- *The Book Thief* discussion guide and enter-to-win movie posters
- Exclusive John Green titles collectible quote decals from *The Fault in Our Stars*
- Poster from Rick Yancey’s *The Fifth Wave* series
- *The Elf on the Shelf: A Christmas Tradition* coloring book and enter-to-win *The Elf on the Shelf: A Christmas Tradition* and *The Elf on the Shelf: A Birthday Tradition*
- Plus a selection of stickers, movie posters and more

Supplies are limited and these items are sure to go fast, so customers should arrive early for the best chance to pick up their favorites.

Discovery Deals and Special Offers

Holiday shoppers looking to experience the best in digital reading can take advantage of special NOOK offers available on Discovery Friday, including:

- The just-launched new NOOK GlowLight™ is a must-have for Members, who will receive a double discount of 20 percent off, making this highly acclaimed device a steal at under \$100 and perfect gift for people who love to escape into a great book anytime, anywhere.
- Barnes & Noble's bestselling and highly acclaimed NOOK Simple Touch® GlowLight® will be available for just \$49 – a \$50 savings on its original price.
- By simply downloading the Free NOOK Reading App™ on their smartphones or tablets, customers will receive two great digital titles at no cost, including the eBook *A Land More Kind Than Home* by Wiley Cash plus an issue of *Food Network Magazine*.

BBC fans can load up on their favorite series with a 20 percent discount on all BBC DVDs and Blu-ray®, only on Discovery Friday. Customers can also visit their local Barnes & Noble and speak with a bookseller for more information on additional one-day specials on Discovery Friday.

Enter to Win a \$1000 Barnes & Noble Shopping Spree

Customers will also have the opportunity to enter for a chance to win a \$1,000 Barnes & Noble shopping spree to bring home even more great gifts and personal finds. Simply visit a local Barnes & Noble store on November 22, approach the NOOK Boutique and look for the specially created Discovery Friday NOOK App™ on the NOOK® HD and NOOK® HD+ devices displayed to enter the contest.

Five lucky winners from across the country will be selected to receive a \$1,000 Barnes & Noble shopping spree, and each winner will be led on a personal holiday shopping journey by an expert Barnes & Noble bookseller to help select the best gifts.

It All Happens at Barnes & Noble

Barnes & Noble is the premier destination for the best and leading selection of books, educational Toys & Games, plus DVDs, music and must-have electronics. On Discovery Friday, customers will experience a variety of local store activities, interactive games, hands-on product demonstrations and more, and Barnes & Noble's knowledgeable booksellers will be on hand to answer questions and help shoppers find meaningful gifts for everyone on their holiday shopping list. As always, Barnes & Noble's personalized approach and unmatched ability to guide customers' discovery makes finding the perfect gifts for friends and family during the holidays much easier and more fun.

For more information on Discovery Friday, and to explore book recommendations curated by expert booksellers, For further details about events and activities taking place on November 22 at Barnes & Noble Tempe Marketplace, visit the [Barnes & Noble Store Locator](#) or simply ask a bookseller. Barnes & Noble Tempe Marketplace is located at 2000 E. Rio Salado Pkwy, Ste. 1032, Tempe, AZ 85281.

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 674 Barnes &

Noble bookstores in 50 states, and one of the Web's largest e-commerce sites, 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®, while Barnes & Noble College Booksellers, LLC operates 692 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: barnesandnoble.com.

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