



**IREX TECHNOLOGIES “CONSUMER” eREADER TO FEATURE
THE BARNES & NOBLE eBookSTORE**

Westlake Village, Calif. Aug. 24, 2009 – When IREX Technologies unveils its consumer eReader later this year, the device will include the Barnes & Noble eBookstore from Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller, giving users access to more than 750,000 titles, including new releases and bestsellers at \$9.99.

The companies share a distinctive, open view of the eReader market – customers should be able to purchase eBooks and read them on a range of platforms, from smartphones to dedicated eReader devices.

“We will change the dynamics of the consumer market – users want to easily purchase content from a variety of sources and we allow them to read it on an IREX eReader as well as other devices,” said Kevin Hamilton, North American CEO of IREX Technologies. “Signing this deal with Barnes & Noble positions IREX well in terms of content, and we’ll team with other industry leaders to provide the network infrastructure and retail presence.”

Earlier this month IREX Technologies confirmed that its anticipated device will include an 8.1-inch touch screen with stylus navigation and 3G wireless connectivity.

“With our comprehensive eBookstore and feature-rich eReader application, Barnes & Noble is delivering not just a product, but a promise: to provide people with access to the books they love — on any platform, in any place and at any time,” said William J. Lynch, president, Barnes & Noble.com. “By making the B&N eBookstore available on the IREX device, we’re providing our readers with another innovative new vehicle that offers simple and convenient access to their favorite subjects, authors and material.”

Barnes & Noble expects its eBookstore (www.bn.com/ebooks) will increase to well over one million titles within the next year, inclusive of every available eBook from every book publisher and every available eBook original. Many titles are priced around \$9.99, but more than a half-million public domain books from Google – including classic works and obscure titles – can be downloaded for free.

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About IREX Technologies

IREX Technologies BV has been instrumental in pushing the frontiers of digital reading since 2001 when it developed the electronic paper display for the Sony Librié, the first commercially-available eReader launched in 2004. Following the formation of IREX Technologies in 2005 as a spin-off company from Royal Philips Electronics, the company’s focus on open innovation and cooperation has seen them become one of the world’s leading providers of solutions for reading written digital content with the ease and comfort of print on paper. This is combined with the interactivity, flexibility and updating functionality provided by digital information.



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About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 774 bookstores in 50 states. Barnes & Noble is the nation's top bookseller brand for the sixth year in a row, as determined by a combination of the brand's performance on familiarity, quality, and purchase intent; the top bookseller in quality for the second year in a row and the number two retailer in trust, according to the EquiTrend® Brand Study by Harris Interactive®. Barnes & Noble conducts its online business through Barnes & Noble.com (www.bn.com), one of the Web's largest e-commerce sites, which also features hundreds of thousands of titles in its eBookstore (www.bn.com/ebooks). Customers can buy and read eBooks on a wide range of platforms, including the iPhone and iPod touch, BlackBerry® smartphones, as well as most Windows® and Mac® laptops or full-sized desktop computers. 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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