

QUE™

Press Release
October 27, 2009



QUE™ proReader by Plastic Logic to be Sold in Barnes & Noble Stores

MOUNTAIN VIEW, CA and NEW YORK, NY – OCTOBER 27, 2009 – Plastic Logic and Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller, today announced that QUE™ (pronounced "Q"), the first **proReader** designed for business professionals, will be sold through Barnes & Noble's nationwide network of stores and online at Barnes & Noble.com (www.bn.com).

The distribution agreement marks an expansion of the relationship between the two companies. Earlier this year, Plastic Logic and Barnes & Noble announced a strategic partnership through which Barnes & Noble will power the online store for QUE, which is coming in 2010 (information can be found at www.QUEreader.com). QUE will also be featured near the recently announced **nook™**, the Barnes & Noble eBook reader, on free-standing displays with signage offering Barnes & Noble customers choice based on their reading needs.

Scheduled to premiere January 7, 2010 at the Consumer Electronics Show in Las Vegas (Central Hall of Las Vegas Convention Center, Booth 11840), **QUE** is the first eReader designed to support the lifestyle of modern business professionals. More than an eReader, QUE means business.

"We are very excited to name Barnes & Noble as our first retail distribution partner and to have QUE featured prominently in its stores," said Richard Archuleta, CEO of Plastic Logic. "QUE was designed from the ground up as a tool for busy business professionals, expanding the eReader market as its first and only proReader."

QUE provides access to a file cabinet's worth of documents, ranging from business and professional newspapers, periodicals and books - with over 1 million eBooks available through the QUE store, powered by Barnes & Noble. It supports the document formats business users need (including PDF, Word, PowerPoint, Excel documents and more). Extra thin, lightweight and wireless-enabled, QUE is the size of an 8.5 x 11 inch pad of paper, about a 1/3 inch thick, and weighs less than many periodicals. QUE stands out in a crowd because it's a business reader, but it's also unique for its shatterproof **plastic display**, which is based on Plastic Logic's pioneering plastic electronics technology. QUE also distinguishes itself with the largest touchscreen in the industry, an intuitive touchscreen user interface, and powerful tools for interacting with and managing a range of content.

"We're excited to expand our relationship with Plastic Logic to include not only an eBookstore, but also a physical presence in our bookstores nationwide and on BN.com," said William J. Lynch, president of BN.com. "QUE is an incredibly innovative product and a great device for business professionals. Carrying nook and QUE allows us to provide consumers a one-stop destination in Barnes & Noble stores to demo and buy two of the best eBook readers on the market. It also supports our digital strategy to offer customers choice, expand the market overall, and deliver on our promise to provide any book, any time, anywhere."

Full product specifications, availability and pricing of QUE will be announced on January 7, 2010 at CES.



About Plastic Logic

Plastic Logic's mission is to lead a revolution in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, QUE™, the proReader for business professionals, will enter the marketplace in 2010. Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, Plastic Logic has research and development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California. For more information about Plastic Logic, please go to www.plasticlogic.com.

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About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS), a Fortune 500 company, is the world's largest bookseller and the nation's highest rated bookselling brand. The company's operations comprise of retail bookselling, college bookstore management, online retailing and book publishing. As of October 2009 the company operates 774 retail bookstores in regional shopping malls, major strip centers and freestanding locations in 50 states and 624 college bookstores serving nearly 4 million students and over 250,000 faculty on college & university campuses in 50 states. Barnes & Noble conducts its online business through its web site Barnes & Noble.com, which offers direct home delivery of millions of books, music cd's and DVD's. The company sells eBooks and digital content from its web site and from a wide range of platforms, including the iPhone, iPod touch and select BlackBerry® and Motorola smartphones. Through its Sterling Publishing subsidiary, the company publishes over 500 titles annually, under a variety of imprints including Sterling, Sterling Children's Books and Barnes & Noble Classics.

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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This press release contains “forward-looking statements.” Barnes & Noble is including this statement for the express purpose of availing itself of the protections of the safe harbor provided by the Private Securities Litigation Reform Act of 1995 with respect to all such forward-looking statements. These forward-looking statements are based on currently available information and represent the beliefs of the management of the company. These statements are subject to risks and uncertainties that could cause actual results to differ materially. These risks include, but are not limited to, general economic and market conditions, decreased consumer demand for the company’s products, possible disruptions in the company’s computer or telephone systems, possible risks associated with data privacy and information security, possible work stoppages or increases in labor costs, possible increases in shipping rates or interruptions in shipping service, effects of competition, possible disruptions or delays in the opening of new stores or the inability to obtain suitable sites for new stores, higher than anticipated store closing or relocation costs, higher interest rates, the performance of the company’s online and other initiatives, the performance and successful integration of acquired businesses, the success of the company’s strategic investments, unanticipated increases in merchandise or occupancy costs, unanticipated adverse litigation results or effects, the results or effects of any governmental review of the company’s stock option practices, product shortages, and other factors which may be outside of the company’s control. Please refer to the company’s annual, quarterly and periodic reports on file with the SEC for a more detailed discussion of these and other risks that could cause results to differ materially.

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