NOOK™ Line of eReading Devices Becomes Barnes & Noble’s Biggest Bestseller in Its History

NEW YORK -- (BUSINESS WIRE) -- Barnes & Noble, Inc. announced that with millions of NOOK eReading devices sold, the line has become the company’s biggest bestseller ever in its nearly 40-year history. The new NOOKcolor Reader’s Tablet, introduced just eight weeks before Christmas, is the company’s number one selling gift of the holiday season. Barnes & Noble also announced that it now sells more digital books than its large and growing physical book business on BN.com, the world’s second largest online bookstore. With its growth across device and NOOKbook™ sales over the critical holiday selling season, Barnes & Noble has successfully established itself as a leader in digital reading.

Demand for the critically acclaimed NOOKcolor remained high following the product’s introduction in late October through the holidays. Sales have continued to exceed the company’s high expectations. In addition to a great customer response, NOOKcolor has received high praise and critical acclaim from leading technology and consumer media outlets including being named “Editors’ Choice” and the “Best Android Tablet of The Year.” The company also experienced robust sales for its award-winning line of NOOK 3G and Wi-Fi devices, which feature an E-Ink display and a color touchscreen for navigation.

The company also reported record holiday sales from its comprehensive two-million-title catalog, including nearly one million NOOKbooks purchased and downloaded on Christmas Day alone. Through Barnes & Noble’s eReading offerings, customers can buy and read their NOOKbooks on the widest range of platforms, including NOOKcolor, NOOK 3G, Wi-Fi®, and using NOOK apps on popular devices including iPad™, iPhone®, Android™ smartphones and more.

Among the best-selling titles of the holiday season were James Patterson’s Cross Fire, Stieg Larsson’s The Girl with the Dragon Tattoo, The Confession by John Grisham, and Decision Points by former U.S. President George W. Bush.

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